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# all **VOLUNTEER**

The Army's recruiting and retention professional magazine since 1919

**MARCH, 1982**

## The best of 81



**SSG Franco L. Lopez**  
**USAREC Recruiter of the year**



**Ronald D. Menz**  
**USAREC Reserve Recruiter of the year**

# Commander's Notes



One of the more important functions of leadership is to recognize those who have excelled — who meet and set the standards by which others may measure themselves. I am delighted to be able to do that in this issue of the *all VOLUNTEER*. This issue recognizes those among you who have set standards of excellence, the top recruiters and soldiers in USAREC.

In the articles discussing their success, notice how each recruiter uses all available resources. A part of these resources come from the Army's dedication to USAREC through TAIR. Note how the Cincinnati DRC coupled imagination and TAIR to present the Army story during the Davis cup tournament (page 29). Another part of these resources is the Recruiting Support Center. Pages 34 and 35 can help you use this resource in your recruiting.

In this issue of the *all VOLUNTEER* you will have a chance to meet these top recruiters and share their experiences and techniques. They have things to say to all of us. I encourage you to learn from them and apply what you learn in your recruiting. Their experiences can help us be better recruiters and recruiting leaders. I salute these fine soldiers for their excellence. The net result of their efforts will be better and more consistent recruiting in the quality market.

**THE ARMY STARTS WITH YOU!**

**HOWARD G. CROWELL, JR.**  
Major General, USA  
Commanding





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The Army's recruiting and retention professional magazine since 1919

March 1982

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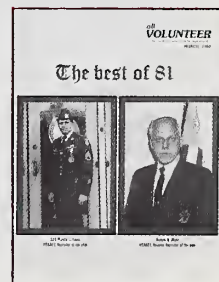
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*Annual winners of USAREC's top awards grace this month's covers. Photos were provided by submitting DRCs and Region Recruiting Commands.*





# SFC Franco Lopez

## US Army's Recruiter of the Year

by Nick Hubbell  
Newburgh DRC

"Not taking no for an answer helped me," SSG Franco Lopez said. Lopez, USAREC's Recruiter of the Year for

FY 81, attributed his success to not taking no for an answer. His persistent determination helped him open doors that were closed to him.

"If I found a school whose doors

were closed to me, I'd charge right in there and talk to anybody to tell them about the Army," Lopez said, adding, "I'd let them know that it is a new technically oriented Army.

"I'd talk about the options and education programs available," he continued, noting, "I was really surprised to find out how many people still thought of us as a Vietnam-era Army."

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**"The spouse plays a tremendous part in a recruiter's attitude and ability to succeed."**

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Lopez's attitude of not taking no for an answer has paid off handsomely for the former airborne infantryman. In 1980, he was selected as the USAREC Rookie Recruiter of the Year.

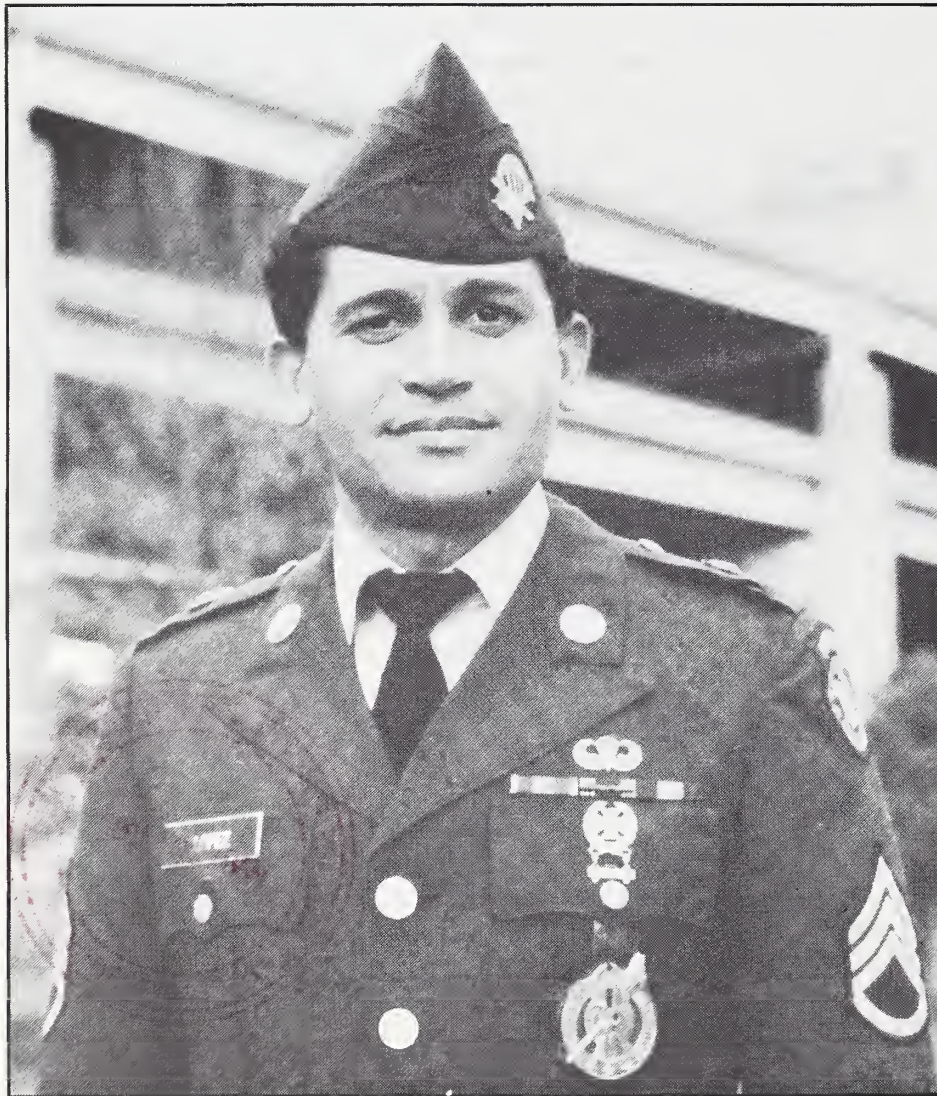
"That was a real incentive for me to keep trying," he said, adding, "I've always treated each assignment as a challenge, so I decided I would try to do even better in 1981."

Lopez credits his DEPs with helping him 'sell the Army.'

"I developed the DEPs into lead generators," Lopez said, adding, "These guys and gals helped to introduce me to new prospects and, more importantly, to centers of influence. These COIs assisted in opening more doors to me."

Another person who Lopez attributes his success to is his wife.

"Perhaps my most important asset was and is my wife, Annette," he said,



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**"Applicants need to know you care. After all, you're dealing with their futures and they know it."**

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# Year

"The spouse plays a tremendous part in a recruiter's attitude and ability to succeed.

"When I began to get discouraged, Annette would be there to help bolster my spirits. She was always there to help me over the rough spots," he said, adding, "I know for a fact that I could not have made it without her."

Lopez has been in recruiting for 25 months. He spent much of that time in New York, where he developed listening skills.

"For most of that 25 months, I was located at the Fordham Road Recruiting Station in the Bronx, NY," he said, adding, "I learned to listen to people. It's important to do that in order to learn their needs and help them develop themselves to meet their needs.

"Applicants need to know you care," he said, noting, "After all, you're dealing with their futures and they know it."

**"I'd talk about the education programs available. I was really surprised to find out how many people still thought of us as a Vietnam-era Army."**

His recruiting philosophy is simple and it begins by building the prospect's trust.

"Once you have their trust, the rest

is easy," he said, "I try to sell the Army in general and let the guidance counselor sell a particular job skill."

share with fellow recruiters, Lopez said: "Start with the basics, develop your DEPs into a source of leads and


**"Get into the local community and wear the uniform correctly whenever you go."**

Lopez is presently attending the Guidance Counselors' Course and is scheduled to be assigned to the New York MEPS at Ft. Hamilton. He is looking forward to his assignment as a guidance counselor in the MEPS so he can see recruiting from the enlistment processing side.

When asked what advice he would

COI generators.

"Get into the local community," he advised, "and wear the uniform correctly whenever you go."

He also advised other recruiters to follow the same advice which helped him become the FY 81 USAREC Recruiter of the Year: "Don't take no for an answer." 

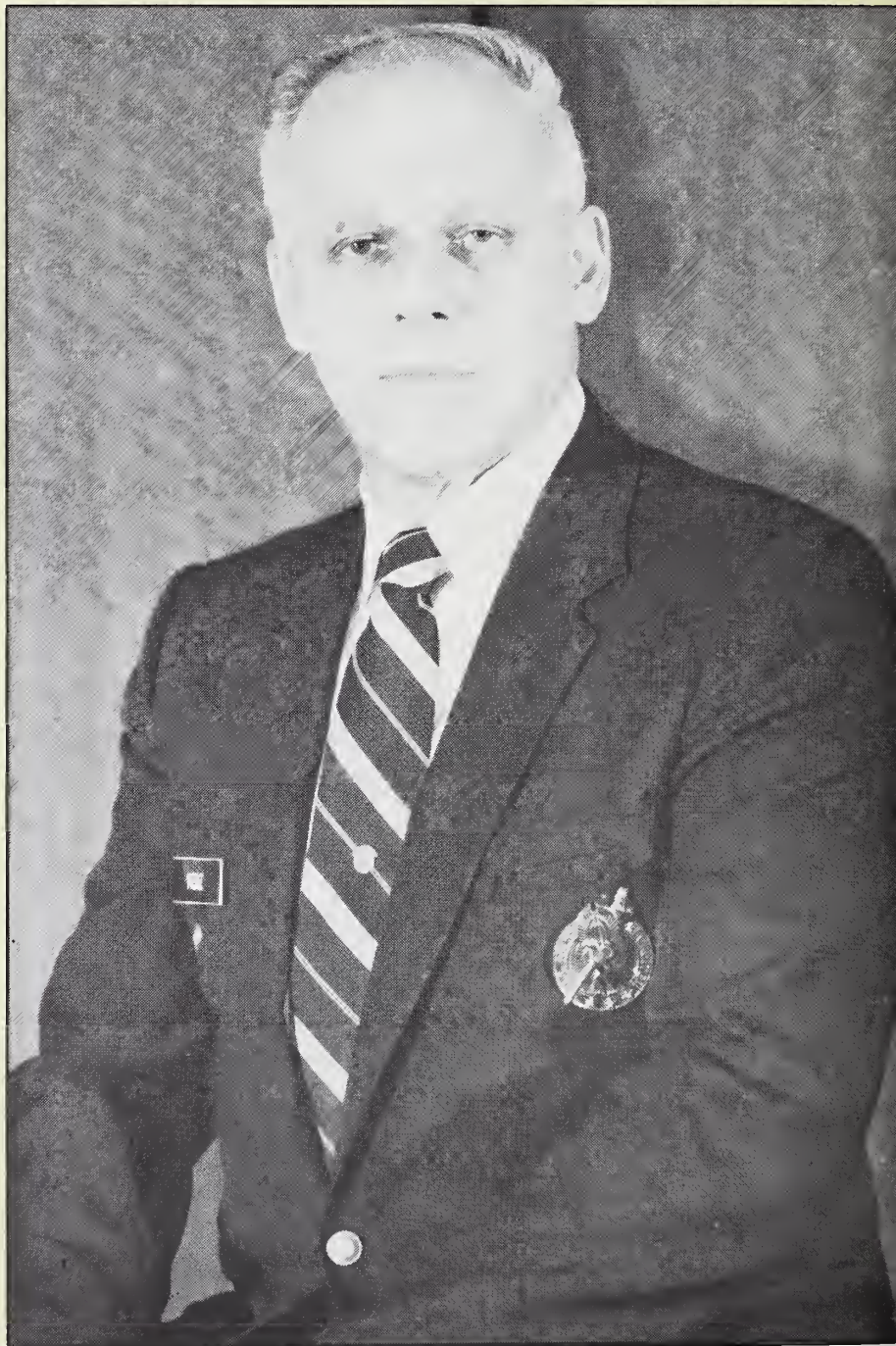
*Standing outside of the Fordham Road RS in Bronx NY recruiter of the year SSG Franco Lopez prepares for his next prospect.*





# US Army's Reserve

**Ron Menz**





# Recruiter of the Year

by Mary Auer  
Cincinnati DRC

The blue-jean clad young woman sitting beside Recruiting Specialist Ron Menz' desk in the Florence, KY station isn't a prospect. She's spending part of her time on a deferred enlistment helping Menz refine lists from her high school.

"Working smarter instead of harder" is more than a catch-phrase with Menz, a Cincinnati native recently chosen as USAREC Reserve Recruiter of the Year for FY 81.

His selection for this national honor marks a new pinnacle in his three-decade career with the Army. During the 26 years he spent on active duty, he served with some of the Army's most prestigious units, including the famed "Old Guard," and garnered an impressive collection of awards and decorations.

Part of his active duty years involved duty with the Cincinnati DRC as a field recruiter and station commander during the early 1970s. His accomplishments in recruiting have netted him not only the gold badge and three sapphire stars, but also the coveted gold recruiting ring.

Talk to him about recruiting, which he admits is one of his favorite subjects, and it becomes easy to see why he has been so successful. "Working smarter instead of harder" doesn't

mean his job is easy. It means he believes in using all available resources in his recruiting efforts, and

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***"You've got to believe in your product. If you're not enthusiastic about your product, people will pick it up quickly."***

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among the most important of these resources are people.

He cites young men and women in the DEP or those on deferred enlistments as essential links to other qualified individuals in the community.

"These people reside in the community; they know the community, and the other residents know them," he explained. "Those individuals also know the qualifications to get into the Army. When you give them the DEP form or your card, you emphasize to them: 'You know the qualifications. If your friends meet these qualifications and are interested in the service—any branch—tell them to come through

us. We'll help you get promoted if they join the Army, National Guard, or the Army Reserve.' "

He notes the snowballing effect of the referral process, using an example from one of his own schools.

"Lloyd High School had one football player from the varsity team join. Through him, we picked up four more enlistments, two of whom were also on the varsity team. He was promoted to E-2, and since then, each one of these four has brought people in to us."

He estimates that 90 percent of his enlistments in FY 81 were referrals.

Menz says the USAR Split Training Option is particularly valuable for obtaining referrals. The students returning from a summer at basic training are "the Army going back into that school."

If another student has questions about basic training or the Army, he or she can talk to classmates in the split training program. Students may perceive information coming from a recruiter as biased, he explained, but "that young man or woman who's just been through basic is going to 'tell it like it is.' "

Because the young people a recruiter has contact with are such a valuable source of leads, the concept of ownership has become even more important, he believes.

# US Army's Reserve Recruiter of the Year



"The idea of ownership has always been around. We used to call it 'follow-up' before. But I think Army recruiters today — and especially Reserve recruiters — take more interest in their applicants than they did when I first came on recruiting duty back in the early 70's, due to the fact that we now see them all the time," he observes.

"If one bad thing happens to an applicant because of you, it's going to hurt you in the community. If you make a mistake with an applicant, you have to make sure he understands you made a mistake and you're sorry for it—AND THAT YOU'LL RECTIFY IT.

"You've got to believe in your product," Menz continued "if you're not enthusiastic about your product, people will pick it up quickly. They can feel it. If you drop an applicant once he enlists, he'll know all the interest you showed in him was phony; you were just looking for a number on the wall."

He says he maintains contact with his enlistees throughout their junior and senior years in high school, while they are on active duty for training, and when they return home to their local Reserve units. Before new recruits leave for basic training, he provides them with detailed information on the commissary system, where to

obtain ID cards, how to use CHAMPUS, etc. He says his objective is to answer as many of the questions they may have before they leave.

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***"You can't make it by yourself. There's just no way you can come out here and say, 'I'm going to be the number one recruiter all by myself'."***

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"There's actually more work involved after someone enlists than there is in getting him to enlist," he notes. When they return from training, he tries to be at the airport waiting to drive them home. Answering new enlistees' questions about military life enables Menz to draw on the expertise of another "resource" person—his wife of 25 years, Marian.

When an applicant is married, and particularly if he has small children, Menz will encourage his spouse to contact Mrs. Menz. A native of Great

Britain, she was raised in a family with strong military traditions. Because of her background and her experiences as the wife of a service member, she is well aware of how the demands of a military career will affect family life.

While sharing her experiences with the recruits' wives, she also acquaints them with the intricacies of the CHAMPUS system and other services that will be available to them on post. She has even driven the wives up to the commissary at Wright-Patterson AFB in Dayton to give them a personal orientation to the facility.

In appreciation for her assistance, Menz says he wanted the gold recruiting ring to be presented to her because he felt she deserved it. Unfortunately, regulations do not permit such a presentation.

Though he has devoted much hard work and many long hours to his job, he refuses to take all the credit for his accomplishments.

"You can't make it by yourself," he says. "There's just no way you can come out here (to the recruiting station) and say, 'I'm going to be the number one recruiter, all by myself; I don't need any help.' There's no one out here on recruiting duty who can take credit for everything himself. It's a team effort."



# MWRRC Recruiter of the Year

## SSG Burchell Napier

*by Dorothy Summers  
Indianapolis DRC*

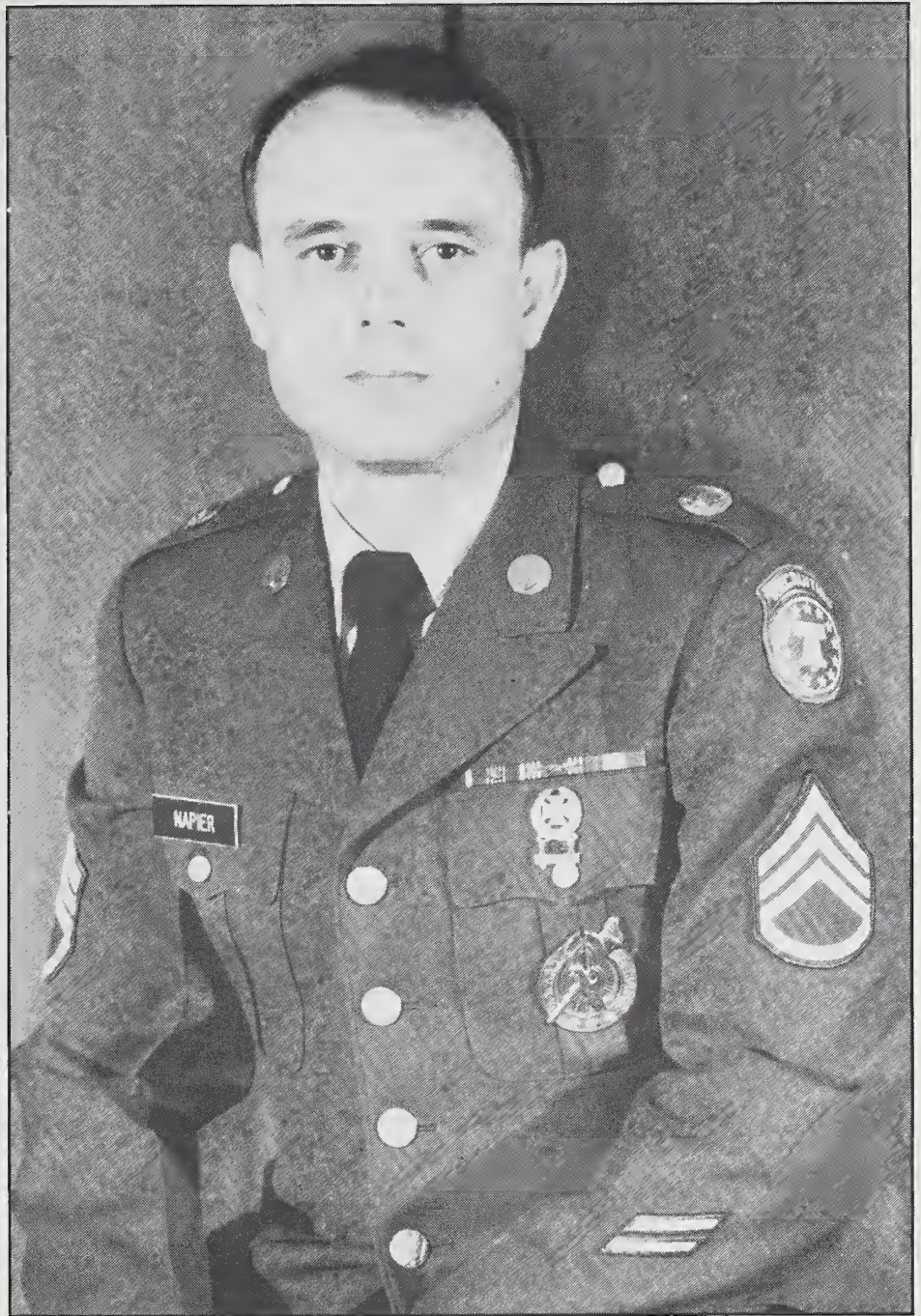
The coal mines of Harlan, KY provide a livelihood for many men. The work is hard and the hours are sometimes long. Generations of coal mining families can be found in Harlan, but one man, SSG Burchell Napier, decided early in life that the Army was the career he wanted to pursue, not the coal mines.

"The people in Harlan are quiet, almost shy," said Napier.

"A nod can be as good as a dozen words."

Enlisting in the Army proved to be no problem, but when Napier decided to become a recruiter, his dilemma began. "You're too introverted. You've just made the biggest mistake of your life. How can you give speech presentations to people? You can't look a person in the eye. You'll fail."

Those comments, stated by family, friends and fellow co-workers, still echo in the brain of Napier, Midwest Region's 1981 Recruiter of the Year. "They were right at the time," commented Napier. "If I wanted a pack of cigarettes, I would send someone else into the store to buy them for me." Today, Napier is a different person, inspired by ambition and driven by self-motivation.



*SSG Burchell Napier*

"I've never bombed out with a prospective enlistee. I see myself as a winner, not a loser. "When I was on production as a recruiter, I tried every day to interview two or three prospective candidates and at least 60 percent of my interviews were after 5 p.m." Self-motivation drives Napier, now a station commander in Lebanon, IN.

Sometimes he hears recruiters say, "I work 20 hours a day." "I don't deny the recruiter may be in the office 20 hours a day, but I question whether or

not that recruiter is really working smart," commented Napier. "In reality, that recruiter may only be working three hours a day.

Those are bad elements of the job that I try not to let influence me," he said, adding that he has been along the path they are trodding. "You can't just be in the office and expect candidates for the Army to come to you. You have to go to them.

As a recruiter on production, I spent long hours at places teenagers could



be found. They love video games so part of my time was spent at video shops or arcades. Other segments of my time were expended at gyms, parks and high schools. Where teenagers congregate, a possible enlistee for the Army can be found," said Napier.

People no longer say Napier will fail. Now when he walks into a gym filled with teenagers, eye contact is immediate, followed by a strong handshake. When he walks, he walks with pride which comes from being in the Army, from being a member of the team, from being self confident, and from selling an excellent product: the Army.

"If you have pride in self and you're proud of the organization you represent, it will be conveyed to others," said Napier. "In fact, 90 percent of the prospects will take time to talk to you, if the right image is projected."

Napier is projecting a positive image. In his 2 1/2 years of recruiting experience, he has never missed his monthly production. In fact, he has been a consistent over-achiever. In the first quarter of 1981, Napier was 200 percent over his production. In the second quarter of 1981, he achieved 171.4 percent over mission and in addition he received three sapphires to the gold badge. Those sapphires

were awarded to him for achieving both quality and quantity recruits.

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***"90 percent of the prospects will take the time to talk to you, if the right image is projected."***

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Napier also received the Sergeant Major's Standard of Excellence Award for outstanding recruiting, quality work and maintaining superior military appearance and performance.

That award helped to catapult Napier to his present success. However, success is never attained without help. Napier knows that and credits former assistant area commander Samuel Gabbard, SFC Byron Close and SFC Roy Martin as men who inspired him to his present status. Gabbard helped me when I left recruiting school, Napier said.

"He told me, 'Never be a loser and never take no for an answer.'"

If I told Gabbard 'no' to a question and he didn't like the answer, he asked the same question until the answer was 'yes'. "Close, was a different person," Napier said, "There were no personality conflicts with him and he helped me set attainable goals. If I told him I wanted four enlistees for the month, he tried to guide me until I reached my goal. "With Martin, there is open competition," Napier continued. "I met him when I came to the Indianapolis DRC for a conference. He received approximately 10 awards that day."

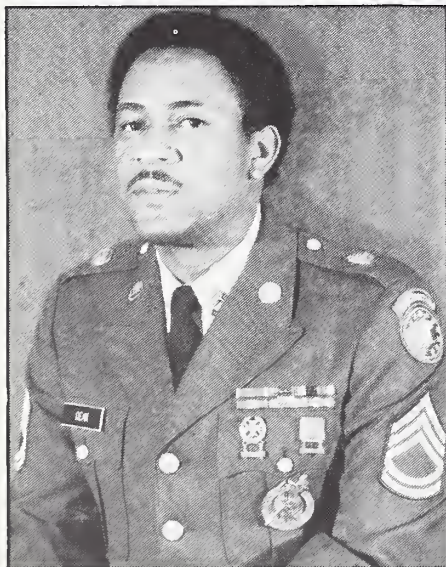
At that time, Napier decided, "I would surpass his achievements. You might say it's a game of king of the hill. I see Martin often. We shake hands and talk, but when I look into his eyes I see him saying to me, 'Beat me if you can, knock me off the hill.'" Napier is trying to do just that and as station commander, he plans to help make the Lebanon recruiting station the best.

If Napier begins production again, he plans to pick up the prestigious recruiter ring and become a command sergeant major before his planned 20-year career in the Army ends. Napier isn't sure his career will end then, however. He might become a 30-year man. "To be honest," Napier says, "I've probably already closed the sale." 

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## SERRC Recruiter of the year

## SFC Herman Dean




Sergeant First Class Herman Dean, SERRC Recruiter of the Year, is an example of a hometown boy who has made good. Dean, originally from Columbus recruiting station, will soon take over as station commander of the three-man office.

Dean has been in the service for 13 years and a recruiter for the last two. "I enjoy being a recruiter. The people I work with are outstanding, which helps make a tough job a lot easier," he said.

"I've been at the Columbus station the entire time I've been on-production. Being in an area that I'm familiar with and where I'm known is an advantage."

This combination seems to be working for Dean since he's received every award that a recruiter can get "except for the recruiter ring and I'm working on that."

Dean is also very active in his community and his church. "I feel like the more 'people' contact I have, the better recruiter I'll become."

"My future goal is to become Sergeant major of the Army," Dean said. "That goal goes along with the best advice a recruiter or anyone else can remember—it's a hard climb to the top, but with the right drive and ambition you can make it." 



by Denise Rains  
Oklahoma City DRC

"If I keep on going like I am now I hope to have my gold ring by July or August," predicts SFC Raymond S. Bonner, Southwest Region Recruiter of the Year. "That is my major goal. It would be the highlight of my recruiting career."

Bonner has proven that he obtains his goals.

A member of the Oklahoma City DRC, Bonner works at the Lawton, OK recruiting station. At the end of FY81, Bonner had achieved 200 percent mission accomplishment which attributed to his being named SWRRC Recruiter of the Year. Besides receiving several DRC awards for outstanding production, Bonner is a member of the SWRRC 100 Club and the CG USAREC 100 Club and has been awarded the "Eagle Flight Award."

"My family contributes greatly to my success in recruiting," says Bonner. "If you have to battle with family and battle with the pressure you get on recruiting, you cannot make it at all. But if you have somebody who will give you a shove when you need it and give you some constructive criticism - that's what pushes you to be successful."

Daughters Princess, 13, and Lisa, 9, show an active interest in Daddy's career and provide moral support when needed. Bonner might have to put his daughter's referrals in suspense for awhile but they are enthusiastically offered. Both daughters were thrilled for him when he got SWRRC Recruiter of the Year and disappointed that he did not go on to get USAREC Recruiter of the Year. In typical daughter fashion, they thought daddy was the best.

"Recruiting is no problem - it's just talking to people and telling them the truth about the Army," says Bonner. He really believes in his product. "Just tell them what we've got, because we do have the best."

Bonner has been an infantryman and a drill sergeant. He feels this background gives him the knowledge to tell applicants what they are going to go through after enlisting in the Army.

## SWRRC Recruiter of the Year




## SFC Raymond Bonner

"You can't give a kid too much information." Bonner tells his applicants all he can about the Army and builds credibility by "shooting straight" with them. He feels credibility pays off in the long run. "If you build credibility maybe it doesn't pay off today, tomorrow, or next week but 3 or 4 months down the road. When these kids come back from basic and AIT, that is when they are going to tell other kids 'Hey, go down there and talk to that guy - he's going to shoot straight with you.' When that word gets around the schools and when that word gets around the town, that's what brings them in the office."

Is Lawton a walk-in station? "Sure Lawton is a walk-in station, but WE made it that way by building credibility in the town. Cultivating an area into a walk-in area requires hard work and professional salesmanship. The recruiters must be well known and respected in the town." Obviously, Bonner and the other recruiters in

Lawton have achieved these standards.

Bonner started practicing pride in ownership long before it was formerly initiated by USAREC. He knows that someday he may go back to the "real" Army and wants quality people to be in that Army. At the close of FY81 Bonner had 42 seniors and diploma grads attributed to his professional salesmanship. He clearly understands the importance of placing people in the Army whom he would be proud to serve with and has consistently restricted his prospecting to that quality type of applicant.

He has proven himself to be a dynamic recruiter possessing an inexhaustible reservoir of energy and motivation. He has set certain goals for himself throughout his recruiting career and has invariably obtained those goals. These are just a few of the qualities that have earned him respect in recruiting and the honor of being Southwest Region Recruiter of the Year. 



Sergeant First Class Bruce D. Sharp, a Portland DRC recruiter and station commander, sets high goals for himself. His latest accomplishment is being named Western Region Recruiter of the Year for 1981.

Sharp has been on recruiting duty one and a half years. He feels he got off on the right foot by listening to the former station commander. "He helped me adjust. The good training included how to adapt recruiting school basics to real life," SFC Sharp said.

He finished FY 81 at 128 percent. This was in addition to his station commander duties which he assumed in February 1981, after being in the Portland DRC six months. Four new recruiters were trained before the end of the year.


He broke the ice in several high schools as the emphasis changed to recruiting more high school seniors and graduates. "You have to work with all parts—administrators, coun-

selors, and teachers," he said.

"The high visibility of the uniform helps," he said.

"If you take resources out of the community you have to do something to fill that void," he said. Sharp is involved in the community on several levels. He is a member of a high school Dad's Club and an elementary school PTA. He is very active in his church where he is in charge of the youth program which plans activities for children ages six to 19.

His wife Ginger is a vital link in his success. She attends many functions with her husband. Bruce Dexter Sharp, II, completes his family.

"Everyone should have a well-rounded career in the Army," said Sharp who was an instructor at the 3rd Division NCO Academy in Germany before recruiting duty. He hopes to go to drill instructor school following this tour. His career goal is to become Sergeant Major of the Army. 



**SFC  
Bruce  
Sharp**

## WRRC Recruiter of the Year

## WRRC USAR Recruiter of the Year

*by SFC Jimmie Ferguson  
San Francisco DRC*


Training and teamwork are the qualities to which SFC James Wirz attributes to his successful nomination as the WRRC Reserve Recruiter of the Year, FY 1981. The California native closed out the year with 44 contracts against his objective of 29 for 152 percent.

"The area training has been effective, and the great recruiting partners I have been able to work with are the foundations for my success," said Wirz, "but my love of and belief in the Army have been major factors in my recruiting efforts."

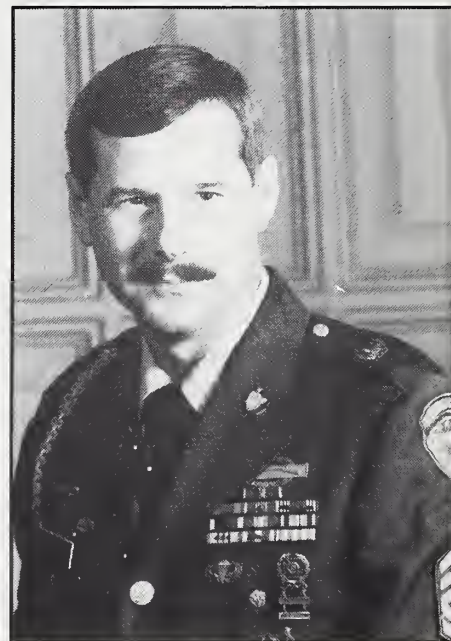
After 10 years of active duty, Wirz left the military to attend college. "After I had received my degree, I tried to come back in on active duty but the Army's Qualitative Management Program wouldn't allow me at the same grade. So, I volunteered to

be a reserve recruiter. I have always tried to encourage good people to stay in the Army as well as to join. I wouldn't do this for someone who I wouldn't want to serve with in combat. The Army is my profession and I love it and I wouldn't want a low-quality person in it."

Wirz began his career in the Army as a light weapons expert assigned to the Special Forces but ended his active tour as a Veterinary Research Specialist. "I have traveled around the world two and one-half times," said Wirz, "all at the expense of the Army. The Army has been good to me."

"I have had lots of good things happen to me since I have been in the Reserves," Wirz continued. "I was once offered a commission as a captain, but I turned it down. I feel the NCO Corps is the backbone of the Army and I can accomplish more as an NCO than I could as an officer." 

**SFC  
James  
Wirz**





# Sgt Jeffrey Fleetwood

## USAREC's New Recruiter of the Year

by Loring D. Wilson  
Baltimore-Washington DRC

December was quite a month for SGT Jeffrey Fleetwood of the Baltimore-Washington DRC.

Within a few weeks of being chosen Rookie Recruiter of the Year, he was informed that he had been accepted by Officer's Candidate School.

Success is no stranger to Fleetwood, so it comes as no surprise to those who worked with him for the 10 months he served on recruiting duty in the Seaford area. In those 10 months alone, Fleetwood recruited 56 enlistees for the active component and one for the USAR. That's the most quality recruits for any recruiter in the country on duty less than a year.

His record in his recruiting area virtually foretold the outcome of the "Rookie Recruiter" selection. CPT Keith Cromartie, Seaford Area Commander, which includes Maryland's Eastern Shore, Virginia's Eastern Shore, and most of Delaware, started his own award program for the recruiter who made his mission for the month. The award consists of a small toy frontloader, and is given to the recruiter who places the greatest number of recruits in the first part of the recruiting month.

In the seven months that CPT Cromartie has run his program, SGT Fleetwood won the "Frontloader of the Month" six times, and took the "Frontloader of the Year" award as well, a larger version of the same toy machine.

Fleetwood enlisted for the USMA Prep School in 1977, and in 1978 joined the prestigious US Army Drill

Team at Ft. Myer, where he served until his assignment to the Salisbury Recruiting Station in February 1981. While stationed at Ft. Myer, Fleetwood attended Northern Virginia

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**In ten months,  
Fleetwood  
recruited 56  
enlistees for the  
active component  
and one for the  
USAR**

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Community College and the University of Maryland at College Park, receiving his Bachelor's Degree in Government and Politics in January 1981.

Fleetwood's military service, in addition to the prestige he has received as a member of the USADT and as Rookie Recruiter of the Year, has earned him an ARCOM, a Good Conduct Medal, the Professional Development award, an Expert Infantry Badge, and a Meritorious Service Medal.

Fleetwood says without reservation that he hates to leave recruiting, but certainly OCS is an excellent step in his career development and the step from E-5 to O-1 offers quite a financial inducement as well. The next several months will be quite involved, including 14 weeks basic training, 26 weeks of artillery school, and a four-month surveying course. After his commis-

sion as 2LT, he will serve as a Field Surveyor at Ft. Riley.

Something else will be happening in Fleetwood's life before his journey to Ft. Riley. More than a year ago while at the Salisbury airport he started a conversation with an airline flight attendant named Patti Whitelock. It turned out that Patti was from Salisbury, and the two started seeing a lot of each other. So when Fleetwood leaves Ft. Benning next month, he has five days of freedom left. Not because of his training at the Ft. Sill Field Artillery School but because they will be married. **T**

*USAREC's New Recruiter of the Year holds a Frontloader of the Year award presented to him by his area commander.*





# USAREC Nurse Recruiter of the Year SSG Rona Sheppard

by SSG Jim Edwards  
HQ WRRC

It's been an interesting year for SSG(P) Rona M. Sheppard, a nurse recruiter for the San Francisco DRC.

The day before her interview, for all *VOLUNTEER*, she was told she had been selected as the USAREC Nurse Recruiter of the Year. Before that she had swept the competition at DRC and Region levels for honors as their Nurse Recruiter of the Year. During the last few months she has gathered such honors as the third sapphire star to her gold recruiter's badge, and has just earned her recruiter's ring. Through it all she managed to close out the year with 207 percent of her recruiting mission.

During her attendance at a WRRC nurse recruiter conference in San Francisco, she took time to share some of her experiences.

Rona joined the Army Reserve in 1974 after deciding she wanted more out of life than the small town atmos-

phere in Kellogg, ID. "I wasn't really happy, and it wasn't where I wanted to be," Sheppard said. "I had always been a sort of follower instead of a leader. One day I met one of my former high school teachers who was a part-time recruiter for the Army Reserve. He invited me to look at the unit and I agreed.

After I decided to join, I nearly had to throw a tantrum to get my mother to sign the consent forms, but she has really changed her mind since then."

Sheppard saw joining the Army as a way to break out of the rut a person can fall into after graduating from high school. "All my friends were really shocked," she continued. "I had never been one to go off by myself before. Joining the Reserves for me was still a chicken's way out, because I just couldn't get myself to make the commitment to go active, even though I had always been interested in the military."

Given the chance, she quickly proved she had the stuff it takes to

meet the challenge. "I was the outstanding trainee of my platoon in basic training," she said proudly. "After that I was all ready to go active, I was really gung-ho, and you know how you can get really fired up."

After finding her potential in the Army the thought of going active duty as a personnel unit clerk, which is what she signed up for, no longer appealed to her. She stayed in the Reserves and joined her unit, company A, of the 321st Engineer Battalion, at Wallace, ID. She was only the second woman to join the unit of more than 150 men.

During her reserve time, she performed as a personnel specialist and drove for the unit commander. Then she made the jump to active duty. "I think the decision to go on active duty was probably the most significant choice of my life," she said. "I had joined the Reserves to get away and do something different." That restless spirit took her first to MEPS as a guidance counselor, and then to nurse





recruiting in 1979. It was on recruiting that she really began to notice the change in her life. "Recruiting has given me a lot of self-assurance, confidence and independence that I didn't have when I left Kellogg, and even when I was a guidance counselor. I never had to do things on my own, now I do."

She says she is successful partly because she believes in being totally honest with the nurses she recruits. "It's always the best policy," she says. "Especially since I do Reserve recruiting and have to face the people I recruit."

"I have been really lucky to have worked with CPT Carol Boetger, my nurse counselor, and also to be a part of the best nurse recruiting team in Western Region, with the support of what I think is the best DRC, San Francisco. Our personalities compliment each other and we have such a good time recruiting together, that we can't help but sell the Army."

"When I was in Chicago for the selection board I don't think I could have been as cool and collected as I was if it hadn't been for SFC Jim Wirz

and SFC Bob Gormley. I didn't go before the board until after 3 p.m. and the stress was really building. They kept me going and it went great."


Recruiting hasn't all been an easy job, she admits. "It takes a lot of time and there are some pretty odd hours. Fortunately though, the people I have worked with have always believed in getting the job done in the most expeditious way possible, and then taking time to smell the roses. I may miss some things in the way of a home life because I'm traveling so much, but I've had some experiences that I couldn't possibly have had any other way; like Guam, three trips to Hawaii, and then there's Yosemite, Reno, Newport Beach and many more. I've been to some wonderful places," she said smiling.

The 26-year-old leader appears relaxed and comfortable with herself. She smiles easily and possesses a poise that makes it easy to believe that she swept the competition for her most recent honor at Chicago. "The stress has really been incredible this past six weeks," she says. "But I've had a lot of support. From studying

for the board I've become a treasure chest of trivia, and I have been driving my co-workers crazy. Would you like to know the dimensions of a straddle trench?," she asked, evidently disappointed that the board hadn't asked her.

Even though for the past month she has read nothing but Army Regulations, she usually prefers horror stories and relaxing things like baking and spending time at home with Beauregard, her parakeet.

Her current tour ends in October, but she plans to extend for another two or three year tour, at first to continue her nurse recruiting, but later she hopes to move up to a staff position.

After what has happened to her over the past few months, she finds it harder to set her goals. "I seem to have wiped out all my previous goals," she pointed out. "Five years ago, I had no idea where I would be or that I could possibly be where I am today. So instead of projecting too far ahead, I think right now I would just like to take a look at things, take it one day at a time, and concentrate on being all I can be." 

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## SWRRC Nurse Recruiter of the Year **SFC Hoyt Claburn**

Sergeant First Class Hoyt Claburn, Albuquerque DRC's Gold Badge and Ring Recruiter, has received another honor in being selected Southwest Region Nurse Recruiter of the Year for 1981.

Claburn has a great production record of 32 enlistments against an objective of seven for Regular Army and five for USAR. He has been a member of the USAREC CG's 100 Club since its inception.

Claburn attributes his success to the teamwork of the Nurse Recruiting Team. He and his counselor, CPT Tim Williams, and SFC Dave Inwood, Denver DRC's nurse recruiter, work together discussing and reviewing what they're going to do as well as when and how to do it. "All three of us really believe in the Army and in what we're doing," says Claburn. Inwood

was selected USAREC Nurse Recruiter of the Year for 1980.


"Regardless of the number of people we're working with, we work each applicant as if he or she were the only one," Claburn continued. "That's the Denver-Albuquerque philosophy."

Applicants being interviewed are presented with all the educational opportunities in the Army Nurse Corps. Claburn is always available to answer their questions. Sometimes he gets referrals from them.

"Honesty is absolutely essential," Claburn said. "An applicant must be prepared to go in the Army by learning about the whole Army and not just about the Nurse Corps. They should be given both the positive and negative aspects of the Army. The negative aspects will make the positive aspects look better, and there are many more

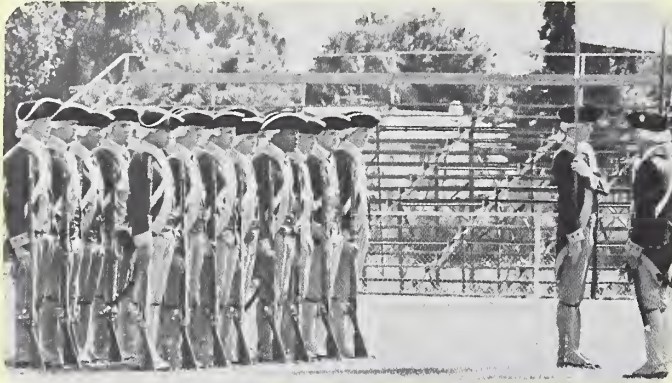
positives than negatives."

Claburn's recruiting area covers almost 200,000 square miles including all of New Mexico and west Texas. This large territory involves a lot of travel. His duty station is in El Paso. He says he gets outstanding support from the Albuquerque DRC in travel and supply matters, and from the Commander and Sergeant Major.

Claburn, a native of Alabama, has been in El Paso since April 1980. Previously he was nurse recruiter in Kansas City for two years. He joined the Army in March 1963, and all of his assignments before he went into recruiting were as a medical and clinical specialist. He did not have any recruiting experience when he was selected nurse recruiter. Claburn not only sells the "Be all you can be" theme, he lives it. 



**WITH AN ALL-SCHOOL ASSEMBLY COMING UP, Rex Musgrave, assistant principal at Boca Ciega, FL High School, had a problem.**



*The Commander-in-Chief's Guard performs close order drills during an appearance at Boca Ciega High School.*

He had no one to perform, but he did have the phone number of **Sergeant Robert Bunch** of the St. Petersburg recruiting station.

Bunch arranged an appearance by the Commander-in-Chief's Guard. Outfitted in their colonial uniforms, the Guard gave their customary professional performance before an audience of 1,400 high school students.

When the performance ended, half of the students stayed to ask questions about the Guard and the active Army. The result was that the Guard's appearance generated two enlistments and 25 solid leads for Sergeant Bunch. (Steven Otten, Jacksonville DRC)

**MUSIC IN THE AIR** was provided by the 451st Army Reserve Band recently in performances at LaCrosse, WI and Cannon Falls, MN.

Assigned to Ft. Snelling, MN, the band accepted an invitation to perform at the dedication of the newly constructed Riverland Girls Scout Center in LaCrosse. Directed by **Warrant Officer Robert Gay**, the band provided various musical selections for the occasion. The ceremony was attended by more than 300 girl scouts, their families and dignitaries.

Prior to the evening's festivities, a combo composed of band members played in the lobby of a local hotel. The hotel served as headquarters for the event.

After a banquet, the band presented an hour-long concert and then played in the ballroom until early that morning.

Hours later, the band boarded a bus for Cannon Falls for their next performance. Arriving at Cannon Falls

High School, the band conducted four band clinics for the students. After the clinics, which were attended by more than 100 students, the band played an afternoon concert.

Before the concert, **Captain Leonard Kloeber**, local Reserve unit commander, spoke about Reserve benefits and opportunities.



*Musicians from the 451st Army Reserve Band perform at a TAIR clinic at Cannon Falls, MN High School.*

During the two-day tour, the band provided musical entertainment and a favorable image of the total force. (Tom Kennedy, Minneapolis DRC)

**SHOWING THE ARMY AS A CAREER ALTERNATIVE** can be a lot of work.

For **Jerry Van Vooren**, education coordinator with the Syracuse DRC, that work includes educator tours.

Since 1976, Van Vooren has conducted 25 tours to various Army installations. He has demonstrated Army



facilities, training and benefits to about 300 educators from high schools and colleges. The tours have taken educators from his area to Forts Knox, Belvoir, Bragg, Dix and Eustis.



*During a recent educator tour, Rev. Adolph Iannaccone, assistant professor at Canisius College, Buffalo, NY, checks the tread marks of an Army Lighter Amphibious Resupply Cargo (LARC) vehicle.*

"In the past, we've concentrated on inviting principals, guidance counselors and teachers, but now we're going to include school board members," Van Vooren said.

"The good will and rapport we've developed with the educational community is invaluable both as an aid to Army recruiting and to enable educators to guide their students into meaningful careers, including the Army," he said. (Edward P. Reilly, Syracuse DRC)

**A RIBBON CUTTING CEREMONY SIGNALLED THE OPENING** of the new Red Oak, IA recruiting station recently.

Using an Army saber, Red Oak **Mayor Raymond G. Gustafson** cut the red, white and blue ribbon stretched across the station's door.

**Staff Sergeant George Williams** provided refreshments and decorated the new station for the event. He posted fliers inviting Red Oak residents to visit the station. An advertisement in the Red Oak Express also invited Red Oakers to welcome Williams to the community and to see the Army rappelling demonstration.

After the ribbon cutting, the spectators gathered in the

station's parking lot as an AH-1 Cobra and a UH-1 Huey aircraft from Ft. Riley circled overhead.



*Rappellers move across the ground after descending from a UH-1 Huey helicopter.*

Hovering 40 feet above a grassy field near the parking lot, the rappellers descended to the ground.

After the rappelling demonstration, the pilots landed the aircraft close to the recruiting station to serve as static displays. People crowded around the helicopters and praised the rappelling team for their flawless performance. (Chris Phillips, Omaha DRC)





**THEY WERE TOLD ONCE** their limited time in service, low rank, marriage and the care for their infant would hinder their ability for becoming successful recruiters.

By 1978, **William and Bonnie McFadden** had proven the Army wrong. Not only had the husband and wife team become successful recruiters in less than four years, they also received their recruiter's gold rings in less than the usual six year average.

Soon after entering the Army in 1975, they eyed the possibility of becoming recruiters. They knew the Army selected people in the grades E-6 and above and the minimum grade was E-5.

"We were working at Ft. Carson when we learned that a USAREC recruiting team would visit the post," Bonnie recalled. "It was the opportunity we had waited for and we were ready."

We became discouraged the first day when we had to wait from 8 a.m. to 10:30 p.m. for our interview," William said. "It seemed we had nothing going for us."

The interview ran late into the night. "We were all tired," Bonnie said. "They asked us to think it over carefully and let them know how we felt the next day. I really believe they thought we would back out with so many odds against us."

Bonnie was selected as an E-5 to attend the recruiter's school at Ft. Harrison. After completion of the school, the couple was assigned to Houston. Bonnie worked as a recruiter and William as a processing clerk at the Houston MEPS.

Meanwhile, he requested a board hearing to waive the E-5 requirement for the school. He too was allowed to attend the recruiters school.

After the school, he and Bonnie were assigned to the New Orleans DRC to work as a recruiting team.

Bonnie became the top DRC recruiter of 1977 and was later promoted to E-6. Another assignment to the Dallas DRC followed and Bonnie earned her gold ring. She had progressed from three sapphire stars to the gold ring in less than one year.

William was promoted to E-6 in 1980 and is currently a recruiter at the Dallas main station. While Bonnie no longer recruits, she is still involved in recruiting as a guidance counselor at the Dallas DRC. (Bill Smith, Dallas DRC)

**A KANSAS SOLDIER PLAYS A DUAL ROLE** in the Army.

**Master Sergeant Robert D. Beard**, assistant area commander in Wichita is also a captain in the Reserves.

His dual role began as part of the Army's Dual Component Direct Commissioning Program, which keeps a ready force of qualified officers in the event of a national emergency.

The Wichita native has 18 years in the Army and has been in recruiting for the past 10 years. Before coming home to Wichita six years ago, he served in the Detroit and Lansing DRCs. He received his gold badge in 1977 and his three sapphires by 1979. He became assistant area commander in 1980.

Beard and his wife plan to stay in their hometown after his retirement in two years. He plans to become an instructor at the USAR school in Wichita as a captain. (Peggy Parson, Kansas City DRC)

**WITH FIGHTING EQUIPMENT IN PACKS ON THEIR BACKS**, six pugilists arrived recently in Puerto Rico to conduct a boxing clinic.



*Team captain SP4 Albert Hodge and PFC Cedric Mingo conduct a boxing training exercise as Coach Robert Dorsey supervises the training at a high school in Dorado, Puerto Rico.*

The fighters from Ft. Stewart demonstrated their skills at 19 high schools throughout Puerto Rico. They also showed their skills at two DEP functions and in a boxing smoker at Ft. Buchanan.



Coached by **Sergeant First Class Robert Dorsey**, the clinics consisted of instructions on training, physical and mental conditioning, boxing techniques, judging and scoring.

The boxers also explained the use of gloves, headgear and mouthpieces used by boxers. At the end of each hour-long session, the students had a chance to ask questions. (Laura G. Soto, San Juan DRC)

**CONTRARY TO POPULAR BELIEF, TATTOO** is more than a short guy in a white suit yelling "the plane, the plane."

A tattoo is also a military exercise with a long European tradition. The tattoo is highly respected in the highlands of Scotland.

As members of the Old Guard Fife and Drum Corps discovered recently, the spirit of the highlands lives in Winter Park, FL on St. Andrews Day. In honor of Scotland's patron saint, the St. Andrews Society held the first St. Andrews Parade and Tattoo held in North America.

Following an appearance in the parade, the Fife and Drum Corps performed at the tattoo with pipe and drum units from as far away as England. An enthusiastic crowd of people dressed in the tartan plaids of their clans applauded the Fife and Drum Corps for their stirring music and precision drill.

As a fitting close to the ceremonies, the Corps performed for the Kirking of the Tartans. This ceremony, held in the Rollins College Chapel, commemorates the spirit of Scottish independence following a defeat by the English in 1745. (Steven Otten, Jacksonville DRC)

**WHEN SHE WAS THIRTEEN**, **Chris King** decided to join the service. At 18, she enlisted and one year later is serving as a recruiter aide in the Des Moines South recruiting station.

In only two months, she helped place nine people in the Army.

Is she surprised? "Not really," she said, "I've just been talking to people and I give them a chance to see how much fun I've been having in the Army."

Chris grew up with the service being a very important part of her life. Her father was in the Army and later in the Air Force. Her older brother was also in the Air Force. She recognized the value of the training, enjoyed the experiences of the travel and appreciated the security of the job.

She stood firm on her resolution to join the military

even though several people told her the military is not the right place for a woman.

"In the Army, being a woman doesn't matter," she said



*Private Chris King (center) takes a break from her busy recruiting activities with Kevin Mauro and Annie Jones, two of her recent recruits.*

adding "All they ask is that you do your job and if you can do that, you're accepted.

Her recruiting philosophy is simple. "I don't try to sell the Army. When I talk to people, I say, you're juniors and seniors, you need to make up your minds about the future. I suggest they check all branches of service, colleges and vocational schools. With that information, they'll be able to make some wise decisions. They may choose the Army. I did." (Jane Thomas, Des Moines DRC)



# USAREC Soldier of the Year

by SP5 Karen Murdock

What's it like to be the USAREC Soldier of the Year? "Great, just great," according to SP5 Karen Ridge, this year's winner.

The Army wasn't always this much fun for Ridge, who is assigned to SERRC as the Military Awards Clerk in the Personnel & Administrative Division.

"I really wanted out during basic," she said. "It was rough, especially being in the first test cycle of male and female basic training."

Nearly six years ago Karen decided to give the military a try. "I went down to see the Air Force recruiter. The sign on his door said he wouldn't be back for an hour and the Army recruiter

invited me in. After he told me what the Army had to offer, I decided the Army would be a good choice."

Karen enlisted as a clerk-typist (Administrative Specialist). She was sold on the travel opportunities the Army could give her and the challenge of the Army itself. "I was hoping the military would make me a more mature individual, and I can honestly say it has."

Karen enjoys the excitement of recruiting. "We're here to support the recruiter and I enjoy doing it. I know you can't get mad at a recruiter, but by helping him, I can help make his mission."

Since becoming Soldier of the Year,

Karen has seen no change in the attitude of her fellow soldiers. "They treat me the same way they always have, hardly anyone mentions it now."

Basically a quiet person, Karen enjoys reading, sewing, needlepoint and watching major league baseball.

While in the military, Karen fell in love with Europe. "I really got a chance to travel when I was assigned to the 2nd Support Command (Corps) in Stuttgart, Germany. I saw Berlin, Holland, Switzerland, Austria and England firsthand. Some day I hope to be stationed there again."


Karen could not be classified as a women's libber. "I think the Army has a lot to offer a female. It gives you all the same benefits that a man gets, and you are treated very equally."

"I still believe a woman should start in the administrative field unless she really has a strong desire to get into a non-traditional skill. I've seen a lot of females go into a field that was different who then had a hard time of it. Definitely make sure you can be competitive in the job you choose."

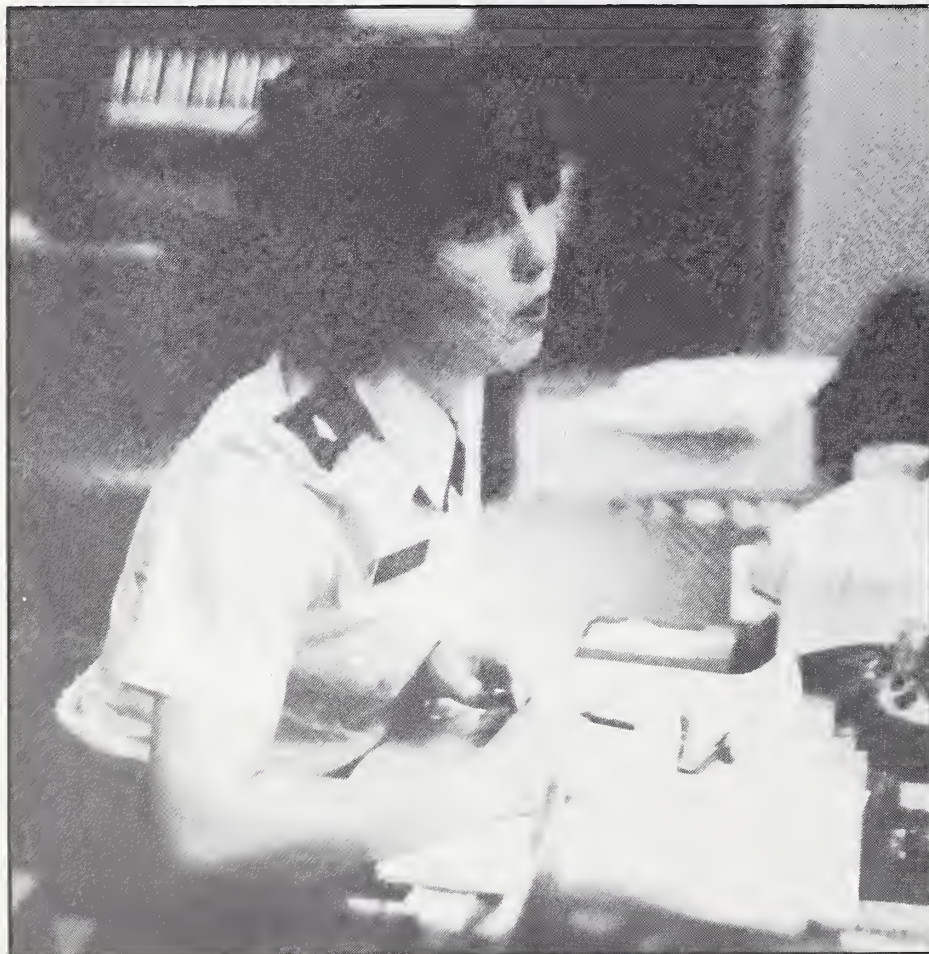
"I really had no idea that I would ever enter the military. When they gave the ASVAB in school, I didn't take it. The Army was the furthest thing from my mind."

Now Karen is planning on making the Army a career. Karen is due for reenlistment in March and she is seriously thinking about becoming a recruiter. If she does change her mind it will be because of her desire to go to language school and become a Russian interpreter.

Karen has a little advice for people who are about to go in front of a board. "If you're like me, you'll be scared to death. You just have to remember that they are human too. Once you get that salute out of the way everyone calms down."

It just goes to show you: beauty, brains and the Army can go together. Especially if you're SP5 Karen Ridge. 

USAREC Soldier of the Year SP5 Karen Ridge talks about the Army.





# SWRRC USAR Recruiter of the Year

## John Driver

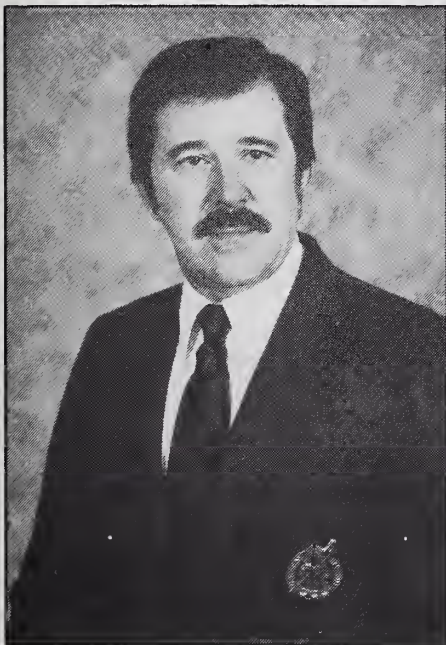
by *Jimmie H. Hartfield*  
*Jackson DRC*

Before a good driver commences a trip, he determines his destination and maps out his course. The driver gathers all essential supplies, relaxes and then begins his journey, taking with him courtesy and a watchful eye for the other person. Good planning and a good attitude all assure that the trip will be a productive and enjoyable one.

Like a good highway driver, USAR recruiter John Driver's self confidence, positive attitude, effective time management, and concern for others are major factors which contributed to his selection as Southwest Region Recruiting Command's USAR Recruiter of the Year.

It never enters Driver's mind that he may not make mission; his question is, by how much will he exceed his goal. "If a guy spends his time the way he's supposed to, he can accomplish his mission without working long hours," Driver has discovered.

### John Driver



To be successful, Driver insists that one has to have a good work plan, and stick to that plan. "My plan includes making every minute I'm working productive. I make sure I work the entire market, including high school, prior service, and the colleges. It is important to follow up, and to beat the other services out. In other words, my motto is 'be there firstest with the mostest'."

Many recruiters waste a couple of weeks servicing potential recruits who do not qualify for the Army or Army Reserve. An efficiency buff, Driver stresses that it is essential to try to disqualify a person as soon as he talks to him. "This saves valuable time and, in order to deal in volume, you have to eliminate ineligible as quickly as possible", he says.

Once the process of elimination is completed, the outstanding recruiter sets out to tell the Army story and to tell it well. He takes great pride in showing others what the Army can do for them and how they can attain their goals through the Reserve. "Each day, I talk to as many people as I can, both on the telephone and in person. I explain the bonus and educational benefits to them . . . show them how they can get money, learn job skills, and get an education," explains Driver. Realizing that people are different, he deals with each individual according to his needs and how the Army Reserve can meet those needs.

Relaxed and communicative in the Memphis Area commander's office, the immaculately dressed and groomed Driver reflected on the events in his life which have laid the foundation for his work-satisfaction and success.

Born in Farmington, KY, Driver graduated from Mayfield High School in Mayfield, KY in 1950. In 1951, he enlisted in the Marine Corps and served as a machine gunner in Korea. He was discharged from the Marines in 1954.

From 1955 to 58, Driver attended Murray State University, Murray, KY. Interested in sales, he landed a job as a salesman for the Sunshine Biscuit Company, but found that, while he enjoyed sales, he missed the military. Subsequently, he enlisted in the Army in 1965 where he worked as a tanker in the infantry, a drill sergeant, and as a recruiter for the Rockford recruiting station in the Peoria DRC for three and one-half years.

Nearing retirement and pondering his future, Driver searched for a job which would allow him to deal with people. He had discovered that he liked to help people and to guide them in setting their goals. He wanted a job which did not require him to punch a time clock, which would give him a good deal of responsibility and involve selling. He became aware of civilian recruiting positions in the Army and discovered that a recruiting position would fill the bill for the job he desired.

Three days after retiring from the Army, the now experienced recruiter was interviewed by the Jackson DRC commander and was hired for the USAR recruiting job in Memphis.

Driver feels that his success has been strengthened by the tremendous support of his station commander, area commander, DRC commander and the Reserve Operations Section of the Jackson DRC.

Area Commander CPT Kevin C. Connolly attributes Driver's achievements to the fact that "he is conscientious, an extremely hard worker who takes a lot of personal pride in accomplishing his recruiting mission." According to Connolly, Driver doesn't waste time. "He wants to do well and he understands how to sell the Army," Connolly emphasized.

The personnel of the Jackson DRC salute a truly dedicated member and realize that the road has not always been easy, but "the Driver has mastered it well."





# Update

## *Discount fares for soldiers*

Discount fares are available to active duty soldiers for air, bus and rail travel.

Most of the major airlines now offer a 50 percent discount furlough fare with a reserved seat to active duty soldiers. In addition, academy cadets and those traveling within seven days after the date of their discharge are eligible.

Soldiers are not required to travel in uniform, but must be traveling at their own expense and should be prepared to show an ID card or leave papers or separation papers to buy tickets.

Specific information about airlines and discount fares may be obtained from your transportation officer or the scheduled airline ticket office (SATO) at most installations. You may also call an airline directly.

The Military Traffic Management Command (MTMC)

urges travelers to check with an airline early to ensure the lowest fares are obtained. This is important, according to MTMC officials, because airline tariffs are constantly changing to meet competition.

Bus discounts are limited to selected points in the eastern states and between eastern and midwestern states. Fares apply to both one-way and round-trip travel with no restriction as to the dates or time traveled. Check with the bus companies for specific information on their fare discounts.

For rail travel, 25 percent discounts are available on both one-way and round-trip coach tickets and apply year-round. However, military furlough fares do not apply on the Metroliner, an express train running between Washington DC and New York City. Again, check at a rail terminal for specific information. (AFPS)

## *Reservist's rights information offered*

Although some 380,000 companies nationwide have pledged to actively support the military training needs of their employees in the Reserves, a recent Supreme Court decision may redefine the degree of that support.

In *Monroe vs. Standard Oil*, Roger Monroe, an employee of the oil company, sued for back pay for hours he missed from his regular 40-hour-a-week work schedule due to his Reserve obligations. Monroe won his case in the lower courts, but lost it on an appeal to the Supreme Court.

The court decided that an employer is not obligated to rearrange a reservist's work schedule to guarantee him a

40-hour work week, when no similar special arrangements are offered other employees.

Although DOD encourages employers to support a strong Reserve by voluntarily helping employees make up work hours, regular or overtime, lost because of military duty, it is now clear that the law does not require employers to do so.

If you have questions about your job rights regarding Reserve duty, call the National Committee for Employer Support of the Guard and Reserve, toll-free at 800-336-4590. Ask for a free copy of "Time Off for Training: A Guide to Job Rights for Guard and Reserve Members." (On Guard)

## *Non-taxable allowances outlined*

Soldiers receive compensation in many forms other than salary, which can lead to some confusion when it comes time to fill out the income tax return.

To provide some guidance as you work on your 1981 return, the following income for military members is exempt and should not be included in your taxable income.

- Quarters allowance
- Subsistence allowance
- Clothing allowance
- Family separation allowance
- Cost of living allowance
- Station housing allowance

- State bonus payments
- VA benefits and dividends
- Social Security benefits
- Death gratuity benefits made to beneficiaries of military members who died on active duty.
- Some disability severance pay and temporary or permanent disability retirement pay elected on the basis of percentage of disability. (See a tax expert for specific rules applicable to you).

Employees of the Internal Revenue Service will help solve problems in computing income tax payments or refunds. (HSC, Ft. Sam Houston)



## Energy-saving tips

Do you take your refrigerator for granted?

Most people do and they use up a lot of unnecessary energy in the process. Whether your refrigerator is gas or electric, there are things you can do, or not do, to help operate it more efficiently.

For example, did you know that frost-free or self-defrosting models consume more energy than those which must be defrosted manually?

Here are some other ways you can save energy and run yours for less:

- If at all possible, place your refrigerator away from the range or other heat sources. When placed in the coolest spot of the kitchen, a refrigerator runs less often and uses less energy.
- Cover all liquids stored in the refrigerator. Moisture is drawn into the air from uncovered liquids, making the refrigerator work harder.
- Keep the cool air inside your refrigerator and save energy. Check the seals around the door. If they are not tight enough to keep a dollar bill from slipping through easily, adjust the latch or replace the seal.
- You may be keeping your refrigerator or freezer

compartment too cold and that wastes energy. Check the manual for the correct temperatures and adjust the thermostats accordingly. Generally, the temperature should be 38 to 40 degrees F. and 0 to 5 degrees F. in the freezer compartment.

- Don't allow frost to build up in your freezer compartment beyond a thickness of 1/4 inch. Frost on freezer walls wastes energy and takes up space that could otherwise be used for food.
  - It is a good idea to thaw frozen foods in the refrigerator before cooking. As the food defrosts, it helps reduce the cooling requirements of the refrigerator's motor.
  - Dust and grease accumulation should be cleaned from the condenser coils. This saves electricity. Refrigerators with clean coils have longer service lives and need fewer repairs.
  - To save energy during vacations or extended absences from home, empty the refrigerator, disconnect it from the power outlet and leave the door ajar.
- Following these simple tips will save energy and money. (On Guard)

## VHA questions answered

The following are some frequently asked questions about the variable housing allowance (VHA).

Q. What is the VHA?

A. The VHA is authorized for the purpose of helping soldiers entitled to BAQ to defray housing costs, if government quarters are not assigned, when:

- the soldier is assigned to a permanent duty station located in CONUS within an area where the average housing exceeds the average BAQ by 15 percent or more.
- the member is assigned to an unaccompanied tour at a permanent duty station outside CONUS and his dependents live in an area within CONUS where the average cost of housing is 15 percent or more higher than the average BAQ.

Q. Why do certain grades at some stations get no VHA?

A. If a soldier in a certain grade receives no VHA, it means the average total housing costs determined for that grade at that location did not exceed their BAQ by 15 percent.

Q. Will the VHA go up in the future?

A. Housing costs will be determined and rates adjusted every year. Whether the rate will go up or down depends on changes in housing costs as well as the size of future BAQ raises.

Q. I am single and living off-post in a CONUS high cost area. Can I receive VHA?

A. Yes, if you are entitled to BAQ. The VHA is payable to all soldiers receiving BAQ at the 'with' or 'without dependents' rate having duty in a high cost area. (HSC, Ft. Sam Houston)





**Teresa Baxley**

## SERRC New Recruiter of the Year SSG Gene Baxley builds

*Steve Otten  
Jacksonville DRC*

"I like people and I feel that recruiting is the best job I could have."

That is the recruiting philosophy of SSG Gene Baxley, the SERRC New Recruiter of the Year for FY 81.

Baxley, station commander of the three-man Winter Haven, FL station, has been on the job for a year and a half. Baxley is no stranger to the geographical area and he cites that as a recruiting asset.

"I'm from this area and coming home has really opened my eyes," he said, adding, "Before I came into recruiting, I hadn't considered making the Army a career.

"Now I see my friends still punching a time clock and working at the same job they were doing when I left to join the Army and I realize what a good job I do have," he said.

That realization has bred a feeling of pride into Baxley, which he conveys to prospects.

"I've established myself here and I

feel as though I've earned the respect of my prospects because I don't feed them a line," Baxley said, adding, "I tell everyone who walks through my door exactly what it's going to be like and people appreciate the truth."

There is an added bonus in telling the truth, according to Baxley.

"When the new soldiers come home, I get good advertising," he said, "I've had several leads come in and tell me they want to join the Army because they've heard I tell it straight. That makes me feel good."

Baxley spent seven years at Ft. Bragg, stationed at the 82nd MP Company.

"I filled every job they had," he said, "I even met my wife, Teresa, there. I pulled her over and gave her a ticket and then asked her out. It's worked out great. We recently celebrated our seventh anniversary.

"Teresa is one of my best recruiting sources," he said, "She was in the Army when I met her and whenever she goes out, she tells people about

## WRRC New Recruiter of the Year

## SFC

*by SFC Jimmie Ferguson  
San Francisco DRC*

Sometime ago, after 15 years in the Army, SFC Robert Gormley, now WRRC New Recruiter of the Year, received, the most discouraging letter of his life. He was selected to become an Army recruiter.

"When he first got out here, Gormley wanted to quit," said SFC Jan Cossey, station commander. "From my recruiting experience, I recognized his attitude as symptomatic of the typical rookie recruiter. Gormley felt that the Army had made a mistake by assigning

him as a recruiter, that he belonged with the troops. I explained to him that he was needed in this assignment and that he should feel privileged that the Army felt that he was one of its best soldiers to accomplish this task."

"After Cossey's talk, I felt a little embarrassed, especially after I realized that I am a professional NCO who had taken an oath to do my best, regardless of the assignment," said Gormley, "So, I concluded that the best thing I could do was to get out there and try to knock 'em dead."

The region's rookie of the year tried to do just that. He ended his first year as a recruiter with a 179 percent, contracting 25 against an objective of 14.

What traits does the rookie have to contribute to his success? "I attribute being honest and having ownership and belief in the product I am selling as the principle traits of my success," said Gormley. "I feel good when I know that I have taken an ambitious kid off the streets and given him or her the opportunity to accomplish something within a two to four-year period."



# body and enlistments

the Army. I get a lot of people who walk in and tell me 'your wife sent me'."

Baxley and his wife work together at more than just recruiting. They are both body builders.

"We train five times a week and run two days a week," he said, "The best thing is we get to do it together and spend time with each other.

"My cousin, Dennis Wood, is the 1981 Natural Mr. America and he's my training partner," Baxley noted, "Recently, I placed third in the Mr. Lakeland competition and my wife placed fourth in the Ms. Lakeland contest. My wife is one of the strongest women in the county and she's training in power lifting. She's been lifting for 1½ years and she looks super. She's gained a lot of confidence in herself and enjoys the competition and the training as much as I do."

Baxley plans to compete in the 1982 Natural Mr. Florida contest scheduled for this summer. According to Baxley, the 'natural' contests are for

those lifters who don't take drugs to build up their bodies.

"Those of us who are 'natural' feel as though we can't compete with the lifters who take the drugs, so there have been contests set up for us."

His weightlifting has even helped him with his job.

"My weightlifting has helped me a lot in recruiting. I've gotten quite a few leads in the gym and I'm the weightlifting coach at a high school," he said, adding, "Another thing that gives me good publicity is when I compete in an event, I'm introduced as the Winter Haven Army recruiter. People see me as a professional soldier and I look better in my uniform."

His physical stamina also provides a positive attitude in recruiting.

"When you feel good about yourself, it reflects in everything you do. It also gives you a positive mental attitude," he said, continuing, "In recruiting, that's the name of the game." **T**



**SSG Gene Baxley**

## Robert Gormley

"I follow the procedures that I learned in recruiting school, still keeping these traits in mind," continued Gormley. "You have to let the prospect know that your time is their time. The young men and women today are very intelligent. If you try blowing bubbles in their ear, they will leave you standing with the instrument in your mouth.

"I conduct 80 percent of my interviews in the office, added the rookie. "This is where my reference materials are readily available, especially the video. Instead of just telling them about it, they can see and listen to

another young uniformed individual who has already gone through the training. Although the remaining 20 percent of my interviews are conducted in high schools and area canvassing, I still try to get them into the office for the video presentations."

Gormley feels that there is an administrative requirement, which if eliminated, could take a burden off the recruiter's back. "The only correction that I could recommend in the recruiting system is reference the 200 card file box," said Gormley. "Recruiters have numerous cards on individ-

uals who they have called four-to-five times with negative response and who are constant no shows. I would recommend that these cards be terminated and placed in the general reservoir file. They are a waste of valuable time."

The ex-supply sergeant is scheduled to attend the station commander's course in January 1981. "I hope to get a station as soon as possible after I complete the course," concluded Gormley, "but if I don't, I will keep trying to become as successful next year as this one." **T**





# Diagnostic Test

MARCH, 1982

1. Which of the following is NOT one of the basic recruiting tools?
  - a. Schools Program.
  - b. Operation and Analysis Map.
  - c. Recruiting Prospect Card File.
  - d. Lead Refinement List.
2. Which of the following overlays is optional for use with the Station Operations and Analysis Map?
  - a. Army and DOD Contract Overlay.
  - b. Army Contract Overlay.
  - c. Population Overlay.
  - d. None of the Above.
3. How often should the station commander update the Army and DOD Contract Overlay?
  - a. Monthly.
  - b. Daily.
  - c. Quarterly.
  - d. Semi-Annually.
4. An analysis of the lead source column of the Processing List assists the station commander in determining whether each recruiter is working a lead source mix that will enable them to meet present and long term production objectives.

True \_\_\_\_\_ False \_\_\_\_\_
5. What disposition code is used to annotate the Lead Refinement List (USAREC Form 539) when the lead indicates a plan to attend college?
  - a. COL.
  - b. NI.
  - c. CE.
  - d. 200.
6. The waiting period for enlistment after a trainee discharge (other than overweight and pregnancy) is:
  - a. 1 year.
  - b. 2 years.
  - c. 3 years.
  - d. Not eligible.
7. Which of the following documents are NOT acceptable as verification of SSN?
  - a. SSAN Card.
  - b. W-2 Form.
  - c. DD Form 214.
  - d. Notarized letter from parents.
8. Applicants who are pending charges may be processed to determine their mental and medical eligibility.

True \_\_\_\_\_ False \_\_\_\_\_
9. Which of the following prerequisites must be met when enlisting for language training?
  - a. Be a US citizen and a high school diploma grad.
  - b. Possess an ST aptitude area score of 100 or higher.
  - c. Possess a DLAB score of 89 or higher.
  - d. All of the above.
10. ASVAB 5, 8, 9, or 10 scores are valid for enlistment purposes for \_\_\_\_\_ years from date of test administration.
  - a. 1 year.
  - b. 2 years.
  - c. 3 years.
  - d. 4 years.
11. A complete high school list contains at least:
  - a. 45% of the class enrollment.
  - b. 65% of the class enrollment.
  - c. 85% of the class enrollment.
  - d. 95% of the class enrollment.
12. When does an applicant who is enlisting for the Officer Candidate School Enlistment Option (OCS), qualify for the Army College Fund (formally Ultra-VEAP)?
  - a. Upon enlistment.
  - b. After completion of basic training.
  - c. After completion of OCS training.
  - d. Never.
13. What would be the maximum VEAP entitlement due to a qualified soldier who enlists for 3 years in an MOS authorized for the Army College Fund, if he/she contributes \$50 each month for 36 months?
  - a. \$14,700.
  - b. \$15,200.
  - c. \$17,400.
  - d. None of the above.
14. Which of the following prospects are NOT eligible for Ultra VEAP?
  - a. Male HSDG AFQT 40.
  - b. Female HSDG AFQT 65.
  - c. Male HSDG AFQT 50.
  - d. Female HSDG AFQT 98.
15. The enlistment bonus, (Table H-17, AR 601-210) is forfeited if the soldier fails to contribute to basic VEAP.

True \_\_\_\_\_ False \_\_\_\_\_
16. If a soldier earned \$12,000 Army College Fund and contributed \$50 each month for 24 months, as a full time student he/she would receive \$\_\_\_\_\_ each month for \_\_\_\_\_ months.
  - a. \$557.33 each month for 36 months.
  - b. \$558.33 each month for 54 months.
  - c. \$557.33 each month for 54 months.
  - d. \$558.33 each month for 36 months.
17. The responsibility for determining whether waiver requests warrant favorable consideration rests with:
  - a. Recruiting station commander.
  - b. Area commander.
  - c. District recruiting commander.
  - d. All levels of command.
18. Moral waivers will be submitted based on the offense as classified \_\_\_\_\_
  - a. Under county law.
  - b. Under state law.
  - c. Under federal law.
  - d. In accordance with appendixes D thru G, AR 601-210.
19. Which of the following forms CANNOT be used to verify prior service?
  - a. NGB Form 66.
  - b. DD Form 220.
  - c. DD Form 214.
  - d. DD Form 216.
20. Ownership is the sense of responsibility a recruiter feels for an applicant's total processing and treatment.

True \_\_\_\_\_ False \_\_\_\_\_





# Recruiter Aid

## CHAMPUS payments outlined

Editor's note: **This the eighth in a series of articles about the Uniformed Services Health Benefits program. Check with your DRC health benefits advisor for specific questions.**

Services and supplies covered by the basic CHAMPUS program must be furnished by a CHAMPUS authorized provider. The individual or institution must also meet certain requirements and standards found in the CHAMPUS regulation. Not every provider will therefore be authorized to furnish services or supplies to a beneficiary. If the provider is not CHAMPUS authorized, benefits cannot be paid. Exceptions are made on an individual basis for medical emergencies within the US and Puerto Rico.

A beneficiary should find out if the provider is CHAMPUS authorized before receiving care. This information is available from the CHAMPUS claim company serving the area.

Almost all "individual professional providers" who meet CHAMPUS requirements are authorized. The same is not true, however, for specific "institutions" and "other providers."

It is more difficult to determine the status of a beneficiary than it is to find the status of a professional "authorized provider."

There are institutions which are have CHAMPUS-authorized providers. A few examples are short- and long-term hospitals, psychiatric hospitals, Christian Science sanatoriums and university infirmaries.

Some individual providers are normally authorized if they meet the CHAMPUS standards and if the care is within what his license allows.

Some examples are: doctors, dentists (in some limited

circumstances), clinical psychologists and podiatrists. Other individual providers include certified nurse midwives and Christian Science practitioners and nurses.

There are also a few others who are authorized if the patient is referred to them by a doctor who also provides supervision. They are: licensed nurses, licensed registered therapists and psychiatric and clinical social workers. Audiologists, speech therapists and marriage and family counselors are also included.

With a physician's referral or prescription, other providers are authorized. These providers include: independent laboratories, portable x-ray service suppliers, pharmacies and ambulance companies.

Some of the categories not authorized are: institutions (such as homes for the aged or infirm), rest-and nursing homes and intermediate care facilities. Halfway houses and institutions of similar purposes, and technicians (such as heart pump technicians) [even when their services are medically related], are also not allowed. Payment will also not be made for physicians assistants (non-physicians), educators, trainers, teachers, or chiropractors.

Being an authorized provider is not the same as being a participating provider. A participating provider agrees to accept the CHAMPUS-determined reasonably cost even though the actual bill may be higher. A nonparticipating provider does not agree to accept the CHAMPUS-determined reasonable cost as the total cost.

As a beneficiary, try to use a participating provider if possible, since the participating provider completes and signs the CHAMPUS claim form and sends it to the claim company for you. The CHAMPUS share is paid directly to the participating provider and the beneficiary is responsible for the deductible.(USAREC QOL)



## Diagnostic Test

### Answers to January 1982 test

1. c. (Table 2-1, Rule A(1), AR 140-111).
2. c. (Table 2-1, Rule D1(1)(2), AR 140-111).
3. True — (Table 2-1, Rule F1(2), AR 140-111).
4. b. (Table 2-2, AR 140-111).
5. True — (Chapter 2, Section III, Paragraph 2-12a, AR 140-111).
6. c. (Chapter 2, Section III, Paragraph 2-12b, AR 140-111).
7. c. (Chapter 4, Table 4-2, Line M, AR 140-111).
8. d. (Chapter 5, Section II, Paragraph 5-6, AR 140-111).
9. c. (Chapter 5, Table 5-1, Note 2, AR 140-111).
10. c. (Chapter 6, Paragraph 6-63, AR 140-111).
11. c. (Chapter 7, Section II, Paragraph 7-6, AR 140-111).
12. True — (Chapter 8, Section III, Paragraph 8-2, AR 140-111).
13. c. (Chapter 8, Section III, Paragraph 8-9c, AR 140-111).
14. d. (Chapter 8, Table 8-1, Line 4c(5), AR 140-111).
15. c. (Chapter 2, Table 2-1, Rule C, Line 2(1)a, AR 140-111).
16. c. (Chapter 4, Table 4-4, Rule C, AR 140-111).
17. a. (Chapter 5, Section II, Paragraph 5-6d(2), AR 140-111).
18. True — Chapter 2, (Section II, Paragraph 2-8a, AR 140-111).
19. d. (Chapter 2, Section II, Paragraph 2-9a(1), AR 140-111).
20. c. (Chapter 2, Table 2-3a, AR 140-111).



# Rings and Things

Recent recipients of recruiter rings and gold badges appear below. Inquiries concerning these listings may be addressed to the USAREC Awards Branch, or by calling AV 459-3871, commercial (312) 926-3036.

## Recruiter Rings

### Cincinnati

SFC Joseph Yacapraro  
SFC Penelope Moore  
SFC William E. Kinard

### Cleveland

GS7 Cornell Shepherd  
SSG Wayne D. Poss  
SFC Santiago Lopez-Geli

### Columbia

SFC Lloyd D. Costner

### Honolulu

SGM Enos Norbert

### Indianapolis

SFC James C. Barber

### Jackson

SFC Paula R. Randall

### Jacksonville

MSG Wayne Donn

### Kansas City

SSG Lorenzo S. Ramirez

### Milwaukee

SFC Edward K. Feuker

### Minneapolis

SFC William R. Elmstrom

### Nashville

SFC L.E. Revels, Jr.

### Raleigh

SSG Willie H. Ward  
SFC James Fisher, Jr.

### Sacramento

SFC Alexander Wilson

### San Francisco

SSG Rona M. Sheppard

### Seattle

SFC Jesse M. Haddox

## Gold Badges

### Albany

SSG Anthony Fanelli  
SFC Thomas L. Reed

### Albuquerque

SGT Donald D. Smith

### Atlanta

SFC Georgia L. Smith

### Balt/Wash

SSG Steven E. Jablonski

### Beckley

SSG Patsy E. Laubach

### Cincinnati

SFC Ronald W. Simpson  
SSG David D. Walker

### Columbia

SSG Dwight W. Ayers  
SFC Donald L. Lannan  
SSG Lindell Scott

### Columbus

SFC Gary D. Miller

### Dallas

GS7 Donald M. Collins  
GS7 William T. Shore

### Ft. Monmouth

SSG Walter Williams

### Harrisburg

SSG Thomas E. Benner  
GS7 Guy W. Hanley  
SSG Robert F. Harris, Jr.  
SSG Gunther M. Hinz

### Houston

SSG Dennis M. Kiselyk

### Indianapolis

GS7 Dennis Cismowski  
SFC William C. Clements  
SSG Carl K. Jones  
SFC Kenneth Marsh  
SSG Charles E. Morris  
SSG Harold D. Thomas

### Little Rock

SSG Larry Day

### Louisville

SFC Robert W. Merrick

### Nashville

SSG Carl E. Johnson

### Newburgh

SGT Mario Garcia, Jr.  
SGT Samuel Morton

### New Haven

SGT Frank G. Dane  
SSG Frank R. Richardson III

### New Orleans

SGT Gerald L. Johnson

### Philadelphia

SSG Marshall D. Dent  
SFC Kenneth M. Margotta  
SGT Ray A. Toulson

### Phoenix

SSG Douglas S. Burns  
SSG John C. Marceau  
SFC Patricia A. Wilcoxon

### Richmond

SGT Keith D. Abrahamsen  
SGT George G. Holman  
SFC Billie J. Nelson

### San Francisco

SFC Richard M. Barnes

### Santa Ana

SSG John K. D'Amato, Jr.  
SGT Jerry W. Gilbert  
SFC David R. Hoyt  
SGT John A. Smith  
SSG Wesley S. Willingham

### Seattle

SFC Gordon L. Caseman  
SFC Ignazio A. Gamuzzo, Jr.  
SFC Garvin D. Morlan  
SFC Deborah A. Shearer



# Davis Cup gives Army worldwide exposure

*Story and Photo by Bob Lessels  
Cincinnati DRC*

Both the United States' Davis Cup Tennis Team and the United States Army emerged as winners in the Davis Cup Championship Matches held in Cincinnati.

Using both TAIR and non-TAIR resources; the Cincinnati DRC ensured the Army was in the spotlight (literally and figuratively) throughout the three-day event.

Jim Supple, Advertising and Sales Promotion Chief at the DRC got the tennis ball rolling when he approached the Davis Cup Match organizing committee in Cincinnati with the offer of an Army color guard for the opening day's ceremonies.

"Sure," he was told by the officials. "Could you also provide a band to play the national anthems of the United States and Argentina, as well?"

Using TAIR funds, the A&SP section arranged for the 74th Army Band at Ft. Benjamin Harrison to provide the music; then, using non-TAIR resources, volunteers were solicited from the DRC staff and field recruiting force to form a color guard.

As this was shaping up, a second request came in, this one from the committee organizing the parade in Cincinnati. Slated for the day before the matches, the parade was to welcome the tennis stars and to promote the event locally.

Another color guard was organized using DRC resources, and a request went out to several nearby Army posts for a band. Ft. Campbell came through this time with the 101st Airborne Division's "Screaming Eagle" Band. In addition, to spotlight Army Reserve programs in the area, a request was made to the local 377th Military Police Company for two jeeps to lead the parade. The unit was happy to comply.

Finishing touches were put on the plans, with excellent support coming from the DRC's operations section in scheduling personnel for the color guards and drivers for the jeeps.

Despite a freezing wind and snow flurries, the parade route was lined with more than 25,000 viewers, all of whom saw the Army leading some of the world's top tennis stars on a march through downtown Cincinnati.


The following day saw the start of the actual competition at Riverfront Coliseum. The 74th Army Band's musicians provided tennis fans with a half-hour concert prior to the start of play.

With the stadium nearly filled and march time at hand, the lights in the coliseum were dimmed. A single spotlight then arched across the auditorium to fall upon a four-man color guard composed of SFC Paul Best, staff sergeants Don Doyle and Walter Bradford, and SP5 Harry Atwater. Marching forward to the accompaniment of a drum beat, the color guard took its position at center court. Behind them stood the tennis champions of both the United States and Argentina.

As the color guard halted, a second

spotlight illuminated the 74th Army Band. The announcer's voice then broke the silence, "Ladies and gentlemen, please rise for the national anthems of the United States and Argentina . . . ."

The band was accompanied in the anthems by a vocalist from the Cincinnati Opera Company. Despite the fact that the vocalist and the band had time for only one brief rehearsal together, the Army musicians demonstrated their professionalism by accompanying her perfectly throughout the performance.

At least 25,000 people saw the parade from the curbside and thousands more watched from the windows of the office buildings lining the parade route. In the coliseum, 10,000 fans saw the performance live while millions more across the country saw the Army band and color guard over the Entertainment Sports Program Network television coverage of the opening ceremonies and first day's play. An additional audience of 100 million or more viewers, around the world saw the Army's role in the championships via satellite coverage of the event. 

*A color guard of recruiters followed by the 101st Division's "Screaming Eagle" band guides the Davis Cup parade through downtown Cincinnati.*







**Story and Photo by  
Sheila Samples  
Ft. Sill Cannoneer**

The Pied Piper is alive and well and working at Ft. Sill.

At 18 PFC Marta Rodriguez, who works at the headquarters of the 212th Field Artillery Brigade, not only knows exactly what she wants out of life, but she's got the lives of many of her contemporaries in her hometown of Haverstraw NY mapped out for them also.

While home on leave, Rodriguez recruited 17 eager young high school seniors in one day and, in less than one week, every one of them was signed up, tested and squared away.

When this all started she was still in high school working part-time as part of a youth opportunity program.

"I wanted to be someone; to do something with my life," she said, "but I was frustrated with my working conditions and with the low pay. A lot of kids I know from my hometown go straight to New York City after graduation, but the only things I could see the city had to offer was unemployment and trouble.

She recalled the day an Army recruiter, SFC Jose Morales visited her senior class.

"He opened up a whole new world to me," Rodriguez said. "I knew from the minute he began talking to the class that he was talking to me. He was describing a world that I wanted to be a part of. To me the Army wasn't an adventure or just another job, it was a career that offered good, solid benefits and an opportunity to get a better education."

Others who had been in the Army tried to disillusion her, but she said

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**"He told me it takes him a month to sign up one person, and here I'd signed up 17 in one day."**

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# *A Modern Pied Piper*



her mind was made up, not only for herself but for others who seemed to

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**If you tell the truth, people will want to be a part of the Army”**

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be willing to settle for less. “I wanted everybody to have the same opportunity I had,” she said, “That’s what I like about the Army. If you want it to be just a job, it is, but if you want it to be something more, you can make it what you want it to be. If you can accept responsibility, the people you work for will often give it to you. If you want to better yourself, get an education or job experience, it can help you do that through AIT and Army tuition assistance.”

She was sold on the Army before she served her first day of active duty. Basic training was tough but it failed to dampen her spirits. She asked to return home for 30 days after her training so she could serve as a recruiter’s aide. When that didn’t work out, she simply took 13 days leave and headed home to recruit on her own time.

Her secret to recruiting, she said, was to tell her friends everything, including her own experiences at basic training and AIT at Ft. Jackson.

“I’ll never forget the tear gas chamber,” she shuddered.

This occurs when trainees, who have just learned the proper method of donning a gas mask, are taken into a room filled with tear gas. Once inside, they are ordered to remove their masks so they can learn first hand the effects of the chemical agent. The burning sensation in the eyes and lungs is not pleasant.

“That was the most horrible experience of my life. Sometimes I thought I wasn’t going to make it,” she admitted. “After it was over though, it didn’t seem so bad. Except for the gas chamber,” she added quickly.

While home on leave she went with Morales to a Rockland County high school and when she was through speaking, 16 boys and one girl were standing in line to sign up. Rodriguez says she set up the individual appointments and interviewed each one. She

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**“That’s what I like about the Army. If you want it to be a job, it is, if you want it to be something more, you can make it whatever you want it.”**

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not only arranged for their tests and physical examinations, but walked them through the whole process.

Because of a continually shrinking market and competition from the other services, recruiting, even at its best, is difficult. Seasoned recruiters battling those ever present goals must wonder what type of Pied Piper music she played to those high school students.

“I told them the truth,” Rodriguez stated, “I told them how hard basic was, how at least once a day I wanted to give up and I told them how every night I was glad I hadn’t. I even told them about the gas chamber.

If there is a secret to recruiting,” she continued, “I think it’s answering every question that an applicant asks. A lot of questions may seem silly to a recruiter but they’re important to the guy who’s asking them.”

Rodriguez said since most high

school students don’t know anything about the Army, most just want to be reassured that they’re not making a mistake.

“They want to know what’s hard about the Army,” she said. Some have the idea that you’re watched all the time, that you can’t even go out on a date. It’s important they know they’ll retain some control over their lives. Education is also very important. If a recruiter says they’ll end up in a certain job they want to be assured they’ll end up in that job.”

Rodriguez feels that you also must reassure parents, many of whom view the Army in a negative way.

“There’s a lot I don’t know,” she said, “and I made sure I told them that also,” she continued.

Rodriguez is convinced there is no need for recruiters to pad the truth about the Army. “The Army is good enough to stand on it’s own merits,” she continued, “If you tell people the truth, I’m convinced people will want to be a part of the Army.”

After a short pause Rodriguez grinned and said, “At first SFC Morales was excited about what I had done. Then

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**“I wanted to be someone; to do something with my life, But I was frustrated with working conditions and the low pay.”**

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he got a dejected look on his face and told me that it sometimes takes him a whole month to sign up one applicant and I’d signed up 17 in one afternoon.”

Rodriguez hopes someday to be a full fledged Army recruiter, for now however, she’s happy with herself, her job and being a part of the Army. 



# A barrier to freedom

***“I will never forget this horrendous insult to humanity . . . It’s ingeniously constructed and its only purpose is to kill.”***

***Story by Celeste Rubanick  
Schofield Barracks PAO  
Photos by LTC William Knapp***

It is 836 miles long and composed of wire mesh fencing, underground mines, and automatic-firing machine guns. It employs thousands of men and dogs as guards and repairmen. It kills an astoundingly large number of people each year and makes life almost unbearable for millions of others. “It” is the Iron Curtain.

As children, teenagers, and finally adults in America, we enjoy the freedom in which we live. In fact, many don’t realize what freedom is, and more complain that we don’t have enough. I was one of these “typical” Americans. Then I had some experiences which changed my life.

Having joined the Army in January 1974 to “do something different,” I saw many different people and living conditions during my travels in the United States. Early in 1977, I was sent to West Germany. There, while assigned to a unit very near the East-West German border, at the well-known Fulda Gap, I learned what real freedom is.

I was assigned to a unit that supported the 11th Armored Cavalry Regiment (“The Border Guards”) because women were not then allowed to be directly assigned to combat units. However, that was strictly paperwork. In the event of an attack, no one would stop and ask all the females whether or not they were assigned to combat units. The attack would go on with no questions asked. Even now, in a time of peace, tanks, helicopters, armored personnel carriers and jeeps continuously move down the streets as readiness alerts are called one after the other.

The Army in West Germany frequently conducts guided tours to the border and I signed up for one soon after my arrival. Due to its proximity to the border, Fulda’s military community sponsors these tours, and I was soon on my way with the rest of the company.

The day of the tour was cold, windy, and depressing, but our spirits were high as we boarded the Army bus that morning. Everyone was talking cheerfully, happy to have a day off from work. The bus quieted down, how-

ever, as we reached the “One Kilometer” sign. This sign officially informs you that you are within one kilometer (6/10 of a mile) of the border and must turn back unless you are on official business. We were. The bus crawled forward.

We were silent for the 90 seconds it took for the bus to reach its destination and stop. Filing quietly out the door with the others, I was soon standing in front of the border with a tall East German watchtower on the other side. The guard inside was watching us as closely as we were watching him.

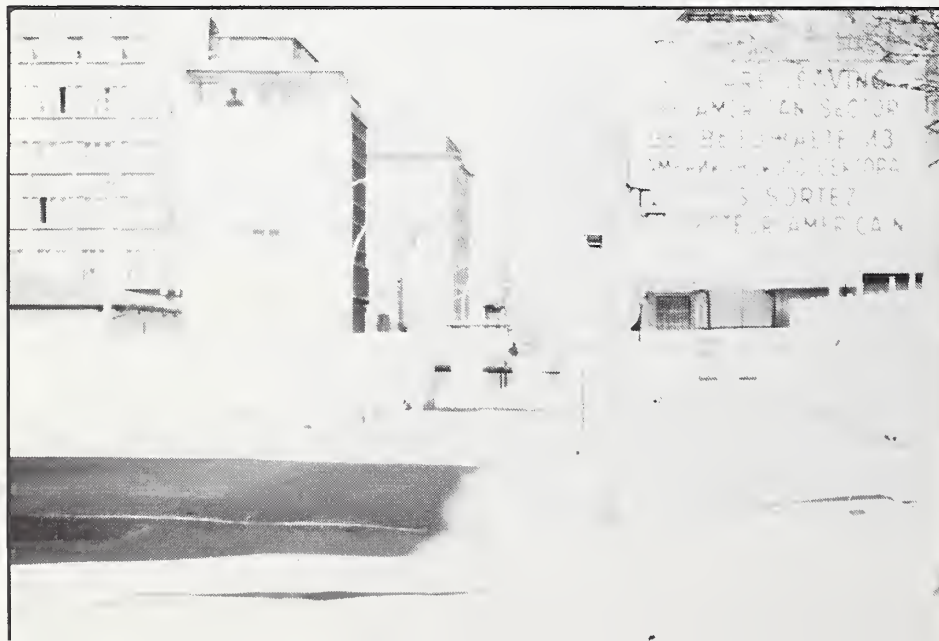
I will never forget the shock of actually seeing this horrendous insult to humanity for the first time. Time stopped in my mind. I can clearly remember thinking, “I have learned what freedom is.” There is no way I can describe how I felt. I can only describe what I saw.

The new wall, it was “improved” in 1976, begins with an unmarked boundary followed by 50 yards of “No Man’s Land,” an unkempt, weedy field covered with mines strong enough to destroy an entire human body. Then there is the fence itself.

The fence is ingeniously constructed and it is not hard to believe that its only purpose is to kill. The wire mesh fence is approximately 10 feet tall, and goes three feet underground to discourage and successfully stop escapes by tunneling. Every 15 feet there are three automatic-firing machine guns at knee, hand, and chest level. They are set off by an electronic eye. There are anti-personnel mines all along the bottom of the fence in case the machine guns are not successful.

Concrete towers with heavily armed guards loom up out of the ground about every three hundred yards. Because the East German guards, who

***The sign is more than just a reminder that you are entering another country. It’s a warning of another ideology which exercises total control.***





are drafted for two years of this service, do not even trust each other, there are always at least two guards present so that one guard can watch the other guard who watches the area.

On the East German side of the fence, there are also attack dogs leashed to wire runs. Another fifty yards of minefield followed by a nine foot deep concrete anti-tank ditch to keep vehicles from bursting through. From there to the paved East German border patrol road is an empty track of sand, which is plowed several times each day to reveal any footprints.

Nearby, on the West German side of the fence, there were flowers and a stone marker. Our guide explained that these were put there by West Germans in honor of a father and son who tried to escape from East Germany on Christmas Eve a few years earlier. The father was killed when he stepped on a mine and the son was dragged back alive by the East Germans. The West Germans still replace the flowers each Christmas.

We boarded the bus again and rode along the border for a few miles, amazed at the fact that a number of refugees still make it over the wall each year.

In Fulda the next day, I immediately began preparations to visit Berlin. I had to see how people survived living in a divided city.

In early August, I left Frankfurt for West Berlin aboard the Army's free "duty train" at 8 p. m. because the East Germans require that the train must travel through East Germany in darkness.

The 110 mile ride through East Germany, passing boarded up stations and getting stopped for long periods of time by East German and Russian Police, has never been duplicated by even the most thrilling spy movie. West Berlin was a very welcome sight



*Even in time of peace there are people who will die trying to be free. This memorial honors a man from East Germany who was not afraid to try.*


at 7 a. m. I learned the subway system quickly and was soon exploring the wall from every available angle.

This wall is also "new and improved." Once concrete blocks and barbed wire, it is now a well-constructed 12 foot concrete wall with row after row of mines and crossed spear type obstacles on the East Berlin side. Guards are everywhere you look. The subway goes through East Berlin at some points but does not stop. At a once famous Berlin intersection, Potsdammer Platz, the only sign of life was a cottontail rabbit cautiously picking his way through the obstacles.

Still, more than 500 people per year escape.

As lovely a city as West Berlin is, it is terribly depressing. West Berliners talk and even joke about the wall, but there are the ever-present reminders

of war and hatred: windows facing the wall are bricked up, bombed out buildings still stand, and the Brandenburg Gate opens out to a dark and shabby East Berlin. The Russians have their own war memorial in West Berlin with Russian soldiers as guards. As a result of one guard being shot and killed recently, there are also British soldiers present to guard them. Walls have been erected between the nearby park and the memorial so that no one can fire a gun from the far end of the park and then escape.

I was stationed along the border for eight months. I will never forget what I learned and saw while there. I wish that everyone in this country could see the things I did. If you could feel just half of the horror that I felt, you would understand when I say America is the Land of the Free. 



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# Aids from

*SP5 Darrell Cochran  
Support Center*

Army recruiters obtain leads in a variety of ways. They spend hours on the telephone, visit high schools and homes, and tell the Army story to prospects in recruiting stations.

It would be difficult if not impossible for any recruiter to get all his leads on his own—sometimes he needs help. Some of that help is available from the Recruiting Support Center located at Cameron Station, VA, which tours 16 exhibits designed to give recruiters an added boost in their communities.

These exhibits, in the form of eight expandable theater vans, six cinema "pods" for indoor shows, and two walkaround exhibits, are on the road up to 11 months of each year with their teams providing support to local recruiters throughout the five recruiting regions.

The vans and pods are equipped with 10-to 14-minute multi-image slide presentations produced at the Support Center and designed to tell young people and those who influence them an across-the-board story of what an Army career has to offer. The two walkaround displays are topically more specific, illustrating Army basic training and leadership training programs. The exhibits are manned by two-or three-member teams of exhibit specialists.

The team members come from all walks of Army life to spend a minimum of two years with the exhibit teams. Their former jobs are as diverse as the Army's MOS inventory.

Specialist 5 Jeanne Butler, who travels with Cinema Van No. 4, was a personnel specialist assigned to the Center's operations office when she applied and was accepted to the team. The job appealed to her because, "I wanted to see more of the country and meet people. I feel I have something positive to add to the recruiting effort, because the Army has been good to me



# the Support Center

and I want to tell others that it could be good to them, too."

After more than a year with the team, Butler says she sometimes misses the stability of a 9-5 desk job, "But I wouldn't have missed the experiences I've had," she concluded.

No stranger to long hours on the road, SP4 Trent Reese was a driver (64C) assigned to the White House motor pool until his selection to the team last June. "So far this job has been everything I pictured it to be," he said. "I like being able to travel to different parts of the country, and I like being able to tell the kids that the Army has the place for them no matter what their career interests may be."

Obviously, the exhibit teams don't drive up and down the roads asking for permission to set up and show; exhibit visits require a lot of coordination between the Support Center's Operations Division, the recruiter, and his chain of command.

At the beginning of each fiscal year, the Operations Division distributes to the regions a year-long schedule for the 16 exhibits. The RRCs pass this

information to the DRCs, who pass it to area commanders, who task the local recruiters with location, scouting, and confirmation of potential sites.

Once the sites are confirmed, the recruiters pass their dates and locations back up the chain to the Center, and the exhibit teams are notified of their respective schedules.

Upon arriving in each area, the team chief contacts the project officer for each site to reconfirm the show and set up arrival times and show hours.

When the van, pod, or static display arrives at the show site, the recruiter or someone designated by him meets the team, introduces them to site officials, and coordinates viewings throughout the day.

Once the exhibit is set up and ready, a team member introduces the show. After the slide show has been presented, the recruiter answers questions while the team assists viewers in filling out REACT cards.


It is from these completed REACT cards that the recruiter compiles part of his list of prospects. A copy of each

card is also forwarded through the Support Center to the REACT processing center in California, which provides literature to young people 17-25, "target-age" prospects.

The touring exhibit program has been proven to be an effective means of generating leads for recruiters. Last year more than two and one-half million persons viewed the Center's exhibits, resulting in 62,000 leads — 44,000 of them target-age.

To get leads, the exhibit teams spent more than 4,400 days on tour. They visited 1,100 high schools and more than 400 other exhibit sites.

Recruiters are aware of the support they get from the exhibit teams and they appreciate it.

Sergeant Ricarto Hernandez, a recruiter in El Paso, said "When an exhibit visits a high school in my area, it provides me with something more than just telling the students what the Army offers—it lets me show them what they could get. Young people tend to be skeptical of words, but the exhibits provide visual proof that I'm giving them the facts." 

**Recruiters gain credibility using the mobile exhibits. This recruiter explains where he wants the van set up.**

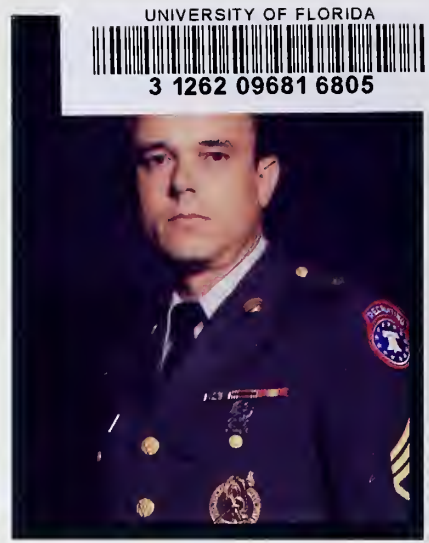




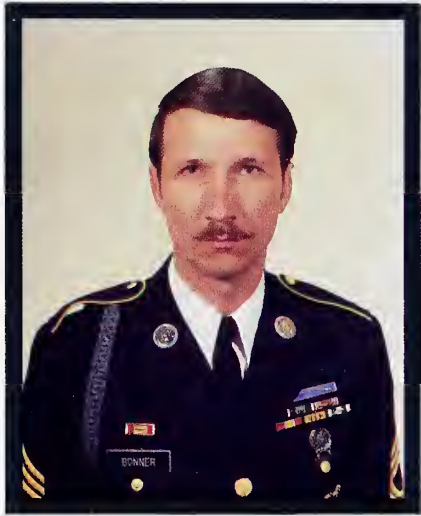


**SSG Bruce D. Sharp**  
**WRRC Recruiter of the year**

**FLARE**



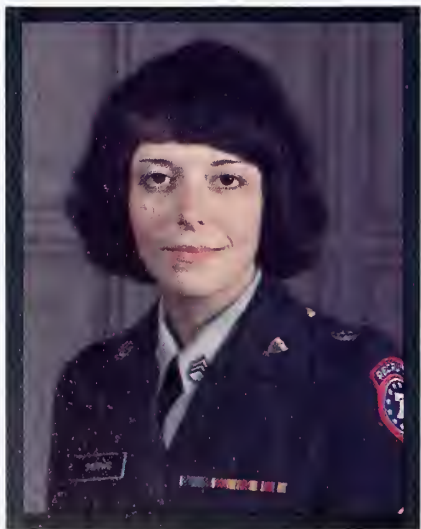
**SSG Burchell D. Napier**  
**MWRRC Recruiter of the year**



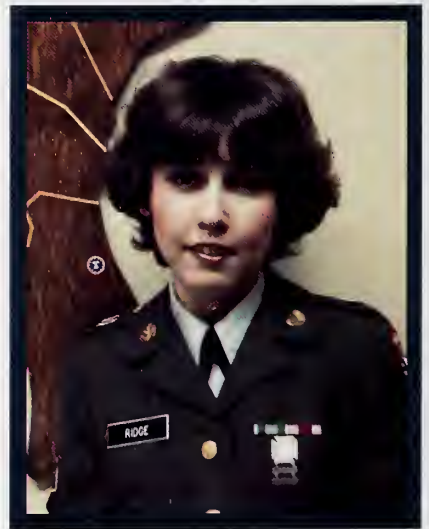
**SFC Raymond S. Bonner**  
**SWRRC Recruiter of the year**



**SFC Herman Dean**  
**SERRC Recruiter of the year**



**SSG Rona M. Sheppard**  
**USAREC Nurse Recruiter of the year**



**SP5 Karen Ridge**  
**USAREC Soldier of the year**